

Digital Marketing Strategy of Electronic Shop: A Case Study of

@royalgadget_ Digital Strategies



Student Thesis Research Report

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INTERNATIONAL PROGRAM OF COMMUNICATIONS

FACULTY OF SOCIAL CULTURAL SCIENCES

UNIVERSITY ISLAM INDONESIA

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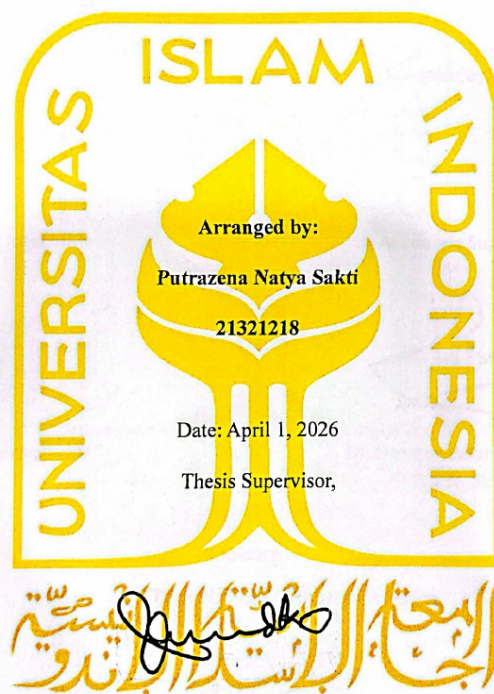
UNIVERSITY ISLAM INDONESIA

2025

LETTER OF AGREEMENT

LETTER OF AGREEMENT UNDERGRADUATE THESIS

Digital Marketing Strategy of Electronic Shop: A Case Study of @royalgadget_
Digital Strategies



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APPROVAL SHEET

APPROVAL SHEET UNDERGRADUATE THESIS

Digital Marketing Strategy of Electronic Shop: A Case Study of @royalgadget_
Digital Strategies

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iii

MOTTO

"If you're not a good shot today, don't worry. There are other ways to be useful."

DEDICATION

I dedicate this Work to:

My Family, and Each Individual Brought this Thesis to Life

STATEMENT OF ACADEMIC ETHICS

Bismillahirrahmanirrahim

Undersigned, I henceforth

Name : Putrazena Natya Sakti

Student Number : 21321218

Through this letter, I hereby state the following:

1. Throughout the completion of this thesis research, researchers upheld academic integrity by refraining from academic misconduct, such as plagiarism, enlisting assistance from others in writing the thesis, or engaging in any other violations that contradict the esteemed academic ethics upheld by the Islamic University of Indonesia.
2. This thesis represents solely my own scientific efforts as a student and researcher, without the involvement of any other individuals or parties.
3. If, after I graduate from the Communication Science Department in the Faculty of Psychology and Social-Cultural Science at the Islamic University of Indonesia, it is determined that this thesis shows clear evidence of plagiarism, or if the Islamic University of Indonesia imposes academic sanctions.

Thus, I truly agree with this remark.

Yogyakarta, 15 November 2025

Sincerely,



Putrazena Natya Sakti

FOREWORD

Praise be to the presence of Allah SWT for all His mercy, taufik and gifts so that the author can complete the thesis entitled " Digital Marketing Strategy of Electronic Shop: A Case Study of @royalgadget_ Digital Strategies" as one of the requirements for obtaining a Bachelor's degree in the International Communication Science Study Program. The preparation of this thesis was inseparable from help, support and guidance from various parties. Therefore, on this occasion the author would like to express his deepest thanks to:

1. Prof. Fathul Wahid, S.T., M.Sc., Ph.D as Chancellor of the Islamic University of Indonesia.
2. Prof. Dr. rer. soc. Masduki, S.Ag., M.Si as Dean of the Faculty of Social and Cultural Sciences.
3. Dr. Zaki Habibi, S.I.P., M.Comms as Head of the International Communication Studies Program.
4. Prof. Dr. rer. soc. Masduki, S.Ag., M.Si as the supervisor who has provided direction, guidance and motivation to the author during the process of preparing this thesis.
5. All lecturers and staff of the Communication Science Study Program who have provided knowledge and assistance during the lecture period.
6. Royal Gadget, especially the Instagram account management team @royalgadget, has been willing to provide information and opportunities for the author to conduct research.
7. Beloved parents and family for their prayers, moral and material support, and endless enthusiasm.

The author realizes that this thesis is still far from perfect. Therefore, the author really hopes for constructive criticism and suggestions for future improvements. Hopefully this thesis can provide benefits for the development of communication science, especially in the field of digital marketing communications. Finally, may Allah SWT continue to bestow His mercy and blessings on all of us.

Yogyakarta, 15 November 2025

TABLE OF CONTENTS

LETTER OF AGREEMENT	ii
APPROVAL SHEET	iii
MOTTO	iv
DEDICATION	v
STATEMENT OF ACADEMIC ETHICS	vi
FOREWORD	vii
TABLE OF CONTENTS	viii
TABLE OF TABLES	x
TABLE OF IMAGE	xi
ABSTRACT	xii
ABSTRAK	xiii
CHAPTER I INTRODUCTION	1
A. Background	1
B. Research Questions	6
C. Research Objectives	6
D. Research Benefits	6
1. Academic Benefits	6
2. Practical Benefits	7
E. Literature Review	7
1. Previous Research	7
F. Theoretical Framework	9
1. Communication Marketing	9
2. Digital Marketing	10
3. Social Media Marketing	10
G. RESEARCH METHOD	14
1. Research Subjects and Objects	14
2. Data Collection	15
3. Data Analysis	16
CHAPTER II RESEARCH OBJECT	18
A. Company Profile	18
B. Organization Structure	19
C. Royal Gadget Vision	20
D. Royal Gadget Mission	20

E.	Sales of iPhone device at Royal Gadget	20
F.	Repair Service at Royal Gadget	21
G.	Consultation Service	23
CHAPTER III FINDING AND DISCUSSION		24
A.	Research Findings	24
1.	Digital Marketing Transformation	24
2.	Utilisation of Various Digital Platforms	28
3.	Marketing Strategy	33
4.	Use of Data Tools and Analysis	39
5.	The Impact of Digital Strategy on Market Share Growth	42
6.	Obstacles and Challenges in Digital Marketing	45
B.	Discussion of Research Results	48
1.	Instagram Utilisation Strategy by @RoyalGadget to Enhance Consumer Apple	48
2.	Factors That Hinder the Implementation of Social Media Marketing in Achieving Customer Satisfaction	53
CHAPTER IV CONCLUSION		57
A.	Conclusion	57
B.	Research Limitations	58
C.	Suggestions	59
REFERENCE		60

TABLE OF TABLES

<u>Table 1.1 Comparison of This Research and Previous Studies</u>	8
<u>Table 2. 1 Royal Gadget's Organizational Structure</u>	21
<u>Table 3. 1 Informant interview table</u>	26

TABLE OF IMAGE

<u>Image 1. 1 Instagram Royalgadget</u>	4
<u>Image 1. 2 Royalgadget_ testimonial highlights</u>	5
<u>Image 1. 3 Mobile phone prices in March 2024</u>	6
<u>Image 2. 1 Royal Gadget Store Photo</u>	20
<u>Image 2. 2 Poster Price List iPhone</u>	23
<u>Image 2. 3 Poster Price List Repair Service</u>	24
<u>Image 2. 4 WhatsApp Information</u>	25
<u>Image 3. 1 Online purchase photo</u>	25
<u>Image 3. 2 Photo of Purchase in store</u>	26
<u>Image 3. 3 Other social media site information</u>	32
<u>Image 3. 4 Feed Royalgadget_ content</u>	37
<u>Image 3. 5 Viral Content on Tiktok</u>	38
<u>Image 3. 6 Comment on Viral Content</u>	38
<u>Image 3. 7 Reply Comment on Viral Content</u>	49

ABSTRACT

This study aims to examine the digital marketing communication strategy implemented by Royal Gadget through Instagram as part of its efforts to expand market share. A descriptive-qualitative approach was applied, with data collected through interviews, observations, and documentation. The data analysis process involved data reduction, data presentation, and drawing conclusion to gain an in-depth understanding of digital marketing communication practices. The findings reveal that Royal Gadget's shift from traditional marketing to a digital-focused strategy has yielded measurable gains in market performance. The company leverages several digital platforms, including Instagram, TikTok, its official website, and online marketplaces (Shopee and Tokopedia), while tailoring content to suit each medium. Instagram emphasizes visuals and product storytelling, whereas TikTok provides educational and entertaining gadget-related content. This comprehensive digital approach has contributed to a 20% increase in market share, particularly within the mid-range smartphone and accessories categories. Royal Gadget also uses analytical tools such as Meta Business Suite, Google Analytics, and various advertising platforms to evaluate campaign performance and gain insights into consumer behavior. Their strategy includes influencer collaborations, interactive content, and responsiveness to viral trends to maintain engagement and relevance. Despite challenges such as unpredictable social media algorithms, intense price competition, and limited digital marketing expertise within the team, the company's ability to build emotional connections, maintain responsive two-way communication, and adopt data-driven strategies has effectively strengthened its competitiveness and market position. The study concludes that digital marketing communication-especially through Instagram-plays a vital role in shaping brand image, attracting consumer interest, and expanding Royal Gadget's market reach. The integrated and adaptive use of multiple digital platforms reinforces brand consistency and competitiveness, confirming that well-executed digital communication strategies serve as a powerful driver of sustainable business growth in the digital era.

Keywords: digital marketing communication, Instagram, market share, social media, Royal Gadget

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran digital yang diterapkan Royal Gadget melalui platform Instagram dalam upaya meningkatkan pangsa pasar. Studi ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara, observasi, serta dokumentasi. Proses analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan untuk memperoleh pemahaman mendalam mengenai praktik komunikasi pemasaran digital yang berlangsung. Hasil penelitian menunjukkan bahwa peralihan Royal Gadget dari pemasaran konvensional ke strategi digital memberikan dampak yang signifikan. Perusahaan memanfaatkan berbagai kanal digital seperti Instagram, TikTok, situs web, serta marketplace (Shopee dan Tokopedia) dengan penyesuaian konten pada masing-masing platform. Instagram digunakan untuk menyajikan visual dan narasi produk, sedangkan TikTok menghadirkan konten edukatif dan hiburan seputar gadget. Implementasi strategi digital yang menyeluruh ini berkontribusi pada peningkatan pangsa pasar sebesar 20%, terutama di segmen smartphone kelas menengah dan aksesoris. Royal Gadget juga memanfaatkan berbagai alat analitik seperti *Meta Business Suite*, *Google Analytics*, dan platform periklanan untuk memantau performa kampanye serta memahami perilaku konsumen. Strategi tersebut diperkuat melalui kolaborasi dengan influencer, pembuatan konten interaktif, serta penyesuaian terhadap tren viral agar tetap relevan dan mampu menjaga tingkat keterlibatan audiens. Meskipun menghadapi tantangan seperti perubahan algoritma media sosial, persaingan harga yang ketat, serta keterbatasan sumber daya manusia dalam bidang digital marketing, kemampuan perusahaan dalam membangun kedekatan emosional, menjaga komunikasi dua arah yang responsif, dan menerapkan strategi berbasis data terbukti efektif dalam meningkatkan daya saing dan pangsa pasar. Penelitian ini menyimpulkan bahwa pemanfaatan komunikasi pemasaran digital khususnya melalui Instagram berperan penting dalam membentuk citra merek, menarik minat konsumen, serta memperluas jangkauan pasar Royal Gadget. Integrasi strategi pemasaran digital lintas platform yang adaptif dan konsisten terbukti mampu memperkuat identitas merek dan meningkatkan daya saing perusahaan, sekaligus menegaskan bahwa strategi komunikasi digital yang efektif merupakan kunci pertumbuhan bisnis berkelanjutan di era digital.

Kata Kunci: komunikasi pemasaran digital, Instagram, pangsa pasar, media sosial, RoyalGadget

CHAPTER I INTRODUCTION

A. Background

Advances in communication technology have brought significant changes to society. Today, individuals increasingly rely on digital devices to meet their daily needs (Kushwaha et al., 2020). In this increasingly sophisticated era, there are many digital services available. Contemporary consumers increasingly prioritize speed and convenience in accessing goods and services. Social media have emerged as valuable platforms for merchants seeking to engage consumers. Effective utilization of social media demands both strategic expertise and precision. Cakaplah.com (2023) observes that adaptation and innovation enable businesses to maintain long-term relevance amid rapid change. Facing the challenges of globalization and rapid technological developments, Indonesian MSMEs (Micro, Small, and Medium Enterprises) need to adopt digital marketing communication as a strategic step to improve business sustainability. This phenomenon deserves academic attention due to its critical role in contemporary marketing communication practices.

DataReportal (2022) reported that Indonesia had approximately 191 million social media users. The media function as key instruments of communication. In addition, McLuhan and Fiore (1967) famously asserted that ‘the medium is the message,’ underscoring how media significantly shape communication styles, and language used by people while communicating (as cited in Harahap et al., 2020). This discussion focuses on the iPhone, particularly how Apple employs strategic marketing tactics to position the device as a tool for user self-representation on social media platforms. SmartNation ID (2022) notes that Apple’s strong brand enables it to maintain market presence without relying on conventional promotional content on platforms such as Instagram. Parapuan.com reports that Apple employs user-generated content (UGC) as a core component of its social media marketing strategy.

Apple promotional activities for the iPhone have yielded effective marketing tactics that significantly influence market share, reinforcing the

device's positioning as premium smartphones. Voi.com (2022) reports that Apple has successfully implemented effective strategies to encourage consumers to buy its products. Apple's competitive advantage stems from multiple strategic pillars: perceived product value and uniqueness, continuous innovation, a luxurious brand image, and an emphasis on product quality and user experience. Overall, these strategies demonstrate that the Apple brand has a strong reputation and reinforce consumer perceptions that Apple provides higher quality products than other brands. This phenomenon highlights the importance of effective marketing and communication strategies in shaping consumer perceptions, including through the utilization of digital platforms.

Instagram is widely used among students engaged in micro, small and medium enterprises (MSMEs) as a source of business-related information. One appealing feature on Instagram is Paid Promote, which enables businesses to amplify targeted advertisements to broader audiences. Revou.co states that there is a distinction between paid promotions and endorsements; the former prioritize audience targeting and reach, while the latter leverage the trust placed in influencers. Paid promotions on Instagram offer several advantages, including accurate market targeting, increased brand awareness, flexible promotion costs, accessibility for MSME operators, and adaptability to diverse campaign objectives (Kompas.com, 2024).

Communication technology has advanced at a remarkably rapid pace, producing significant societal effects. These advancements have profoundly transformed interpersonal and group interactions. Additionally, marketing operations also facilitate social processes that help people or groups achieve their goals. As technology has advanced, traditional marketing channels have increasingly been replaced by online marketing strategies as the primary means of communication in marketing. Businesses use marketing communication to directly or indirectly inform, convince, and draw consumers' attention to their brands and products (Ramdan et al., 2023). In contemporary practice, marketing communication is increasingly aligned with the principles of integrated marketing communication. Integrated marketing communication is a strategy that covers various aspects of marketing, such as advertising, direct selling, personal selling,

sales promotion, and publicity, to convey the company's value message to consumers (Priansa, 2017). To maintain competitiveness against competitors offering similar products or substitute products, business management must manage its operations effectively. Such measures aim to reduce customers from switching to other brands.

Tan (2016) defines digital marketing communication as a systematically designed brand promotion strategy that develops brand-consumer interaction through culturally resonant and socially engaging content, such as entertainment, community initiatives, or public campaigns, delivered via digital platforms to effectively reach target audiences. This clearly shows that digital marketing communication is experiencing rapid progress today, which has significantly enabled brands to easily promote their brands. As the digital age advances, Instagram also provides new experiences for its users. One such feature is Instagram Reels, which allows users to attract more followers, increase daily engagement time, and refine their content creation skills within a short-form video format. Users can record and create short-form videos with a maximum duration of 15 seconds. This feature can be utilized by Instagram users to increase their followers, as Reels has a dedicated space within the app. Instagram is a social media platform used for sharing photos and videos as a means of self-expression. Royal Gadget actively leverages emerging features on currently evolving platforms, including Instagram Reels. On going platform innovations continue to drive adoption across business sectors to utilize these features to enhance the quality of their brand promotions.

Digital marketing communication must account for the characteristics and online behaviors of target consumers. This knowledge is important for creating two-way interactions that enable consumers to provide feedback and participate directly in shaping a company's digital marketing strategies (Kusuma and Sugandi, 2018). The establishment of Royal Gadget stems from a growing number of Apple users, especially in the Semarang area. This situation clearly presents a commercial opportunity with considerable revenue potential. Royal Gadget implements a marketing communication strategy in its marketing activities, which is certainly interesting to study. The increase in consumer demand for smartphones is a well-

documented market trend. Royal Gadget's Instagram profile information for prospective customers seeking details about Royal Gadget.

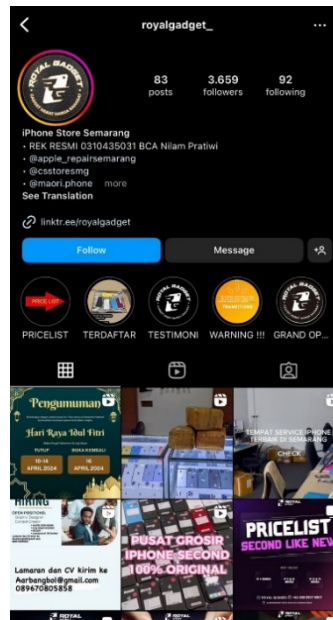


Image 1. 1 Instagram Royalgadget_

The Royal Gadget Instagram account has 3.6 thousand followers, and most of the content shared on its feed focuses on selling affordable used cell phones, which is designed to attract consumers. In addition, several posts on Instagram offer assistance with iPhone IMEI registration or device verification, delivering added value to customers who need such services. The account also lists affiliated business partners, reflecting a wide network in the business arena. Royal Gadget's Instagram bio includes links to its WhatsApp contact, physical store location, and other sales platforms such as Facebook, Shopee, and Tokopedia. This multi-platform presence enhances discoverability, enabling potential buyers to access Royal Gadget through their preferred channels.

Royal Gadget also has a TikTok account with 1,300 followers and a total of 9,500 likes. The videos posted on TikTok mostly contain promotions about the store and its products, presented in an interesting and entertaining way. By presenting exciting content, Royal Gadget has successfully attracted the attention of many viewers, potentially increasing purchase intent and store visits. This strategy not only strengthens its presence on social media but also increases sales through more active engagement with their audience.



Image 1. 2 Royalgadget_ testimonial highlights



Image 1. 3 Mobile phone prices in March 2024

Some interesting things about the Royal Gadget Instagram account are its ability to provide valuable information about product prices and total sales achieved. However, even though Instagram can be an effective tool for achieving success in marketing, there are many challenges that must be faced. On this platform, many other users are competing to attract public attention. Additionally,

to achieve the best results, high-quality and engaging content is required, from brands operating on the platform. Understanding social media algorithms is also crucial, as these algorithms often change over time. Therefore, consistency in marketing strategies is essential to increase sales through social media.

Royal Gadget was selected as the research subject due to its distinctive promotional approaches on Instagram and TikTok, particularly within a highly saturated social media marketplace. Beyond emphasizing luxury, Royal Gadget distinguishes itself through unique brand characteristics that differentiate it from other competitors. Royal Gadget's involvement in social media, as seen from the dissemination of the latest information about promotions and offers in its further contributed to its selection as a case study. The study proceeds with full cooperation from Royal Gadget, facilitating comprehensive data collection.

The insights gained from this study are expected to be very useful, both for researchers and Royal Gadget. Through qualitative analysis, this study identifies marketing strategies and explores opportunities to increase the effectiveness of digital marketing. This research aims to enable Royal Gadget to optimize its social media marketing, particularly on Instagram, to improve performance and strengthen market competitiveness.

B. Research Questions

1. How does Royal Gadget use Instagram as a social media marketing tool to attract consumer interest?
2. What are the primary obstacles to implementing social media marketing strategies that enhance customer satisfaction?

C. Research Objectives

1. To identify and analyze how Instagram is utilized as social media marketing to attract consumer interest.
2. To examine the obstacles in implementing social media marketing strategies, particularly on Instagram.

D. Research Benefits

1. Academic Benefits
 - a. Contributing to the development of communication science, particularly in the field of digital marketing communication.

- b. Enriching academic literature on the relationship between digital marketing communication strategies and market share growth.

2. Practical Benefits

- a. Providing insights to business practitioners, especially in the gadget industry, on effective digital marketing communication strategies to increase market share.
- b. Serving as evaluation material for Royal Gadget in its efforts to optimize the digital marketing communication strategy that has been implemented.
- c. Providing a reference point for future researchers investigating similar phenomena in digital marketing contexts.

E. Literature Review

1. Previous Research

Table 1.1 Comparison of This Research and Previous Studies

Title	Year	Finding	Method	Similarities	Differences
Marketing Communication Strategy Through Instagram (Study of Product Marketing on the Instagram Account @Homedia.id) (Dewi, RC P, 2020)	2020	The study found that Instagram-based communication strategies were effective in promoting books through visual content, persuasive captions, and audience interaction. Homedia utilized	The study employed a descriptive-qualitative research method	Both studies examine digital communication strategies on Instagram as a promotional medium and use a descriptive qualitative approach to analyze marketing activities.	A key distinction between this study and the current research lies in the research object and the time of implementation. While this examined book marketing on Instagram, the current research investigates the digital promotion of Apple smartphones.

		descriptive communication techniques to build engagement and increase product visibility on social media.			
Analysis of Kalis Donuts Yogyakarta's Marketing Communication Strategy During the Covid-19 Pandemic (Liztiani, C. 2020)	2020	The findings of this study reveal that Kalis Donuts developed an adaptive marketing strategy during the early phase of the Covid-19 pandemic.	The study employed a descriptive-qualitative research method	Both studies discuss digital marketing communication strategies and emphasize the use of social media as an important promotional tool to attract consumers.	The main difference between this study and the current research lies in the subject being studied and the timing of its implementation.
Marketing Communication Strategies for Mobile Phone Products in Attracting Buyers (A Study of Apple	2021	The study found that effective marketing communication strategies and active interaction	The study employed a descriptive-qualitative research method	Both studies examine marketing communication strategies and highlight the role of social	The main difference lies in the research location and time of implementation. This study was conducted in

TBH on Instagram) (Nidillah, W. 2021)		with consumers on social media played an important role in increasing customer interest in the products offered.		media in attracting consumer attention and supporting product promotion.	Batam, while the current research is carried out in a different setting, resulting in different contextual conditions and communication strategies.
SLV Travel's Marketing Communication Strategy Through Instagram During the Covid-19 Pandemic to Increase the Number of Consumers (Indriandini, 2021)	2021	The results of the study indicated that SLV Travel's Instagram-based marketing communication strategy during the COVID-19 pandemic effectively expanded its customer base.	The study employed a descriptive-qualitative research method	Both studies examine digital marketing communication through Instagram and focus on strategies used to attract consumers and strengthen market performance	A key distinction between this study and the current research lies in the research subject and the timing of its implementation.

F. Theoretical Framework

1. Communication Marketing

Currently, the digital era has opened up many opportunities for progress in marketing (Dunlop et al., 2016). Success in digital marketing requires marketers to thoroughly understand three important elements of consumers: heart, mind, and

soul (Joseph, 2011). Digital communication strategies allow customers to interact with each other without having to meet in person (Aulia, 2020). Digitization has changed data management, media, and ultimately business itself. Digital marketing allows greater access to consumer bases and greater knowledge about specific segments of those consumer groups (Selvakumar, 2014).

3. Digital Marketing

Digital marketing can be defined as the use of digital technology to connect, interact, and communicate with customers in order to meet their needs and desires (Kotler and Kartajaya, 2017). Effective digital marketing can significantly increase consumer interest and participation in e-commerce purchases. The concept of digital marketing has evolved from a narrow focus on online promotional activities to encompass integrated processes such as consumer acquisition, preference development, brand and product promotion, customer engagement, and increased company sales (Chaffey et al., 2022).

Digital marketing refers to the use of the internet and related digital technologies, often integrated with traditional channels to achieve marketing goals. The main goal of digital marketing is to improve companies' understanding of their consumers, including their behavior, values, and loyalty. This understanding enables companies to tailor their online communications and services to the individual needs of their customers. This transformation aims to enable companies to reach their consumers more quickly and flexibly (Chaffey and Chadwick, 2019).

4. Social Media Marketing

According to Drury (cited in Rizal and Lubis, 2014), many companies today utilize social media as a marketing tool. Social media serves as an effective communication platform, enabling product promotion to be carried out quickly and often proving to be more profitable than traditional offline marketing methods (Untari and Fajariana, 2018). Communicating through social media is an initial strategic step to increase brand awareness, strengthen brand recognition and recall, and build customer loyalty (Gurnelius, 2011). Social media platforms enhance online visibility on the internet and promote products and services. Social media platforms facilitate the development of personal and professional networks and enable the exchange of ideas and knowledge. Social media is a combination of

information technology media and user-driven interactions that affect relationships between individuals, creating new values that can improve relationships between groups and individuals in social terms. These internet-based media encourage and enable users to connect with diverse individuals, ranging from close acquaintances to previously unknown individuals (Ratnawati, 2020).

Reducing the chances of market exploitation, mass social technology connects people with a wide range of information. The changes imposed on social media began with Web 2.0 technologies which empower users to create and share content and suggestions. Today's consumers increasingly supplement corporate messaging with information from diverse independent sources when evaluating products and services. Social applications are part of software that allows people to interact with each other on social networks. Social applications are structured around shared interests, lifestyles, and user-generated content, including photos, short videos, and status updates.

Today's marketing is referred to as Marketing 4.0 and began to develop in 2018. The human factor, combined with advanced digital technology, is at the heart of this type of marketing. It integrates online and offline channels into a unified customer experience. In addition, Marketing 4.0 combines substance and style for products. According to Abeysekera et al. (2020), a crucial aspect of Marketing 4.0 is that consumers use digital media to obtain information before making a purchase.

Social media has many features that make it an extremely effective tool for product promotion. First, its accessibility enables marketers to execute campaigns using only a laptop or smartphone, which facilitates access to and implementation of marketing strategies. Second, social media entails minimal financial investment, making promotional activities highly cost-efficient. More critically, success depends on creativity and perseverance in selecting content that is interesting and relevant to viewers. Third, with its large number of users, social media offers companies an excellent opportunity to reach a larger target market, thereby increasing the visibility of their products and their reach among consumers.

Social media holds particular strategic value for small businesses in promoting their products and services. First, social media offers the opportunity to reach larger audiences in a more cost-effective way without having to make large investments in advertising. Second, blogs and social networks can help businesses increase traffic to their websites by directing engaged users toward detailed product or service information. Third, social media platforms can serve as an effective support for other marketing strategies, reinforcing ongoing messages and campaigns. Fourth, participating in appropriate online communities can help companies strengthen their reputation and build customer trust through timely responses to customer inquiries. Finally, social media platforms offer useful information, such as user profile data, which can be used to target audiences more precisely and effectively.

Despite its advantages, social media presents notable drawbacks, particularly the proliferation of misinformation. However, apart from the aforementioned aspects of website security, another significant challenge is the substantial time investment required to maintain an active and effective presence on social platforms. Marketing encompasses the strategic development and coordination of product, price, promotion, as well as distribution of ideas, goods, and services to create an exchange that meets the needs of individuals or groups. This underscores marketing's strategic importance, with social media marketing playing a pivotal role in business viability and long-term sustainability. A primary principle of social media marketing practices involves contributing to, collaborating with, and educating target audiences without directly offering products. Marketing via social media differs from paid advertising; social media marketing emphasizes audience support and the provision of valuable information over direct sales. For example, sharing valuable and relevant information that builds a strong relationship and enhances brand image (Ramdan et al, 2023).

Additionally, it is crucial to produce high-quality content. Regardless of platform, be it a personal blog or social media channel, marketers must identify and deliver information that addresses audience needs. Lastly, businesses should begin with simple, manageable initiatives to incrementally increase business performance. Learn how to use social media for work by commenting on industry-

related blogs or establishing an original content platform. Service-based enterprises may leverage contemporary knowledge-sharing platforms to connect with users seeking specialized information.

When commenting on external blogs, including the author's name and source URL enhances attribution and supports ethical digital engagement. Such practices can drive referral traffic, especially if the content is valuable and engaging. As an example, visual content such as videos and images-particularly on platforms like Instagram-tends to generate higher user engagement. Connecting with an online community or mailing list that is related to the products and services offered enables organizations to reach target audiences and deliver pertinent information and networking opportunities. Ultimately, social media's capacity to foster relation and collaboration underscores the importance of active participation and strategic engagement in enhancing organizational visibility within in digital ecosystems.

Social and professional networking platforms facilitate information sharing and help to maintain relationships and build connections. Social media marketing involves leveraging social platform's technologies and channels to create, communicate, and exchange offerings of value with organizational stakeholders. Social media marketing is a marketing technique that uses social media to promote products or services more specifically (Sumarga et al., 2024). Social media marketing allows marketers to engage, collaborate, interact, and leverage collective insight for strategic decision-making. According to Neti (2013), key advantages of social media marketing include the following:

- a. Providing a space not only to market goods or services to consumers but also to listen to their complaints and suggestions.
- b. Facilitating the identification of influential consumer segments that can amplify brand messaging and assist brand growth.
- c. Inexpensive as most social networking sites are free.

Marketing management is the art and science of selecting target markets and acquiring, retaining, and growing customers through the creation, delivery, and communication of superior customer value. Marketing management also encompasses the analysis, planning, and coordination of programs designed to

deliver organizational value. Marketing management can also be defined as the science of selecting market segments to create superior customer value (Ramdan et al, 2023). Online consumers not only act as buyers but also as technology users, resulting in shopping behaviors that are more complex compared to conventional shopping. Businesses must adapt their practices to the digital era, and digital marketing strategies play a significant role in this transformation.

G. RESEARCH METHOD

In this study, the researcher uses a descriptive qualitative approach as a method to gather information. This approach facilitates a comprehensive and deeper understanding of the phenomenon being studied. According to Nugrahani (2014), the purpose of qualitative research is to understand an event in its context, with a focus on presenting detailed and in-depth information about the existing conditions, in accordance with the facts found. Within this framework, the researcher engages directly with the research subjects, enabling them to gain a more comprehensive understanding of various elements related to digital marketing communication.

The main objective of this qualitative approach is to collect data and gain deep insights into various aspects related to digital marketing communication. This strategy is chosen because it allows for the collection of descriptive and contextual data, with greater attention to the researcher's perspective. The qualitative further enables the exploration of nuanced and complex dynamics that are often inaccessible through quantitative research methods. Consequently, this approach is expected to contribute significantly to understanding the practices of digital marketing communication under study, while also providing broader insights for readers regarding the dynamics of digital marketing communication under investigation.

1. Research Subjects and Objects

As explained in the introductory chapter of this study, the researcher decided to select the Instagram account @royalgadget_ as the research subject, based on several underlying reasons. The researcher has observed that Royal Gadget consistently demonstrates creative development in its Instagram content strategy. The brand manages its social media account very effectively, capturing the audience's attention with a strong focus on the quality of content presented across various social media channels. Selecting Royal Gadget as the research subject provides the researcher with an opportunity to explore more deeply the utilization

of Instagram as an effective marketing tool to attract audience attention. Analysis of Royal Gadget's approach yields transferable insights into digital communication marketing strategies that can be applied in various business contexts.

In addition, another important reason for selecting @royalgadget as the research subject is the researcher's prior experience as a consumer of the products offered by this account. Good and open communication between the researcher and the owner of @royalgadget facilitates access to the internal team behind the account, which is crucial in the data collection process. The effectiveness of this communication has been demonstrated through previous research efforts, where the researcher successfully contacted the account owner and reached an agreement to conduct the study. These factors clearly provide the researcher with the opportunity to obtain rich, contextually grounded, and relevant data.

An additional factor that further strengthened the researcher's decision to choose @royalgadget is their physical location at Jl. Tim Borobudur, No. 24, RT. 006, Kembangarum, West Semarang District, Semarang City, Central Java. The presence of physical stores offers a compelling case for examining how @royalgadget conducts their digital marketing communications. This study examines Royal Gadget's digital marketing communication practices, particularly its self-promotional strategies across its social media platforms.

5. Data Collection

Data collection for this study was carried out using several methods, namely interviews, observations, and documentation. The following is a further explanation of each method applied in this research:

a. Interview

The interview method involves a direct question-and-answer process between the researcher and the respondents, aimed at gathering relevant information about digital marketing communication. In this study, interviews were conducted with several employees and managers at CV Royal Sekawan, to explore the marketing strategies implemented by Royal Gadget and the factors influencing the market for these products. According to Creswell (2016), an interview is a face-to-face interaction with the individuals who are the subjects

of the research. These interviews utilized open-ended, semi-structured questions to obtain diverse respondents perspectives.

b. Observation

The observation method involves the process of directly observing various activities related to digital communication marketing conducted by CV Royal Sekawan. This included observation of employed interactions, internal workflows, and communication practices to obtain comprehensive data on implemented digital marketing communication strategies. According to Creswell (2016), qualitative observation is an activity in which the researcher directly goes to the field to observe events occurring with the individuals or actors who are the research subjects. Participants observed included the owner and staff of Royal Gadget.

c. Documentation

Documentation techniques are methods of gathering information carried out through the search for accurate and relevant evidence according to the research focus. One aspect of this documentation is the collection of data from various sources, such as digital archives, research reports, and published materials, which can be found on Royal Gadget's Instagram account (@royalgadget_). According to Creswell (2016), documentation includes public documents, such as office reports, magazines, newspapers, as well as private documents, such as notebooks, letters, or emails. By utilising documentation techniques, the researcher obtained richer and more in-depth information to support the analysis in the ongoing research.

6. Data Analysis

Qualitative data analysis for academic tone:entails a systematic process of interpreting collected data to identify patterns, and contextual meanings relevant to the research questions. According to Sugiyono (2013), analysis must be carried out very actively and continuously throughout the research process. This process comprises three stage:

a. Data reduction

Data reduction is a process that involves collecting, selecting key elements, and highlighting the important aspects related to the research topic. This stage includes identifying themes and patterns that emerge from the collected data, so that a clearer and more detailed picture can be obtained. This iterative process informs ongoing data collection in the subsequent stages (Sugiyono, 2013). At this stage, researchers begin to sort the information obtained from various sources, with the aim of determining which is considered important and relevant to answer the research questions. Thus, data reduction not only functions to simplify information but also to ensure that the selected data can support deeper analysis and interpretation within the context of the ongoing research.

b. Data display

According to Sugiyono (2013), in qualitative research, there are various ways to present the collected data. Common formats include tables, graphs, flowcharts, and pictograms. Additional approaches include concise descriptive accounts and visual representations of relationships between categories. Nevertheless, narrative text is often the primary choice for conveying qualitative research data. With a clear and structured narrative, researchers can convey information in depth and provide the necessary context to understand the research findings.

c. Conclusion

The final step in the research process is drawing conclusions, where rephrase and streamline: tentative conclusions based on interpreted findings. However, it is important to remember that these conclusions are provisional and researchers should remain open to feedback and suggestions from fellow researchers. Furthermore, the conclusions drawn may change as new evidence emerges during field research. Thus, the final conclusions are strengthened through iterative validation against more comprehensive data and information.

CHAPTER II

RESEARCH OBJECT

A. Company Profile

Royal Gadget is a company founded in 2022, initially focused on selling gadgets online using the Cash On Delivery (COD) payment method. Recognizing consumer demand for more convenient and secure ways to shop, Royal Gadget managed to build trust and receive positive feedback from consumers. To improve service quality, the company established a physical store located at Jalan Borobudur Timur IX No. 24, Manyaran, West Semarang. Despite facing various challenges, Royal Gadget's commitment to providing quality products and the best service has enhanced its reputation among consumers in Semarang. Aiming to create a comfortable shopping experience, both online and in-store, Royal Gadget continues to innovate and adapt to meet the ever-evolving needs of its customers. This company aspires to become a trusted destination for gadget enthusiasts in Semarang. Royal Gadget greatly appreciates the tremendous support from its loyal customers and is committed to continuously offering the latest gadget products at competitive prices.



Image 2. 1 Royal Gadget Store Photo

Source: Instagram account @royalgadget_ (2024)

H. Organization Structure

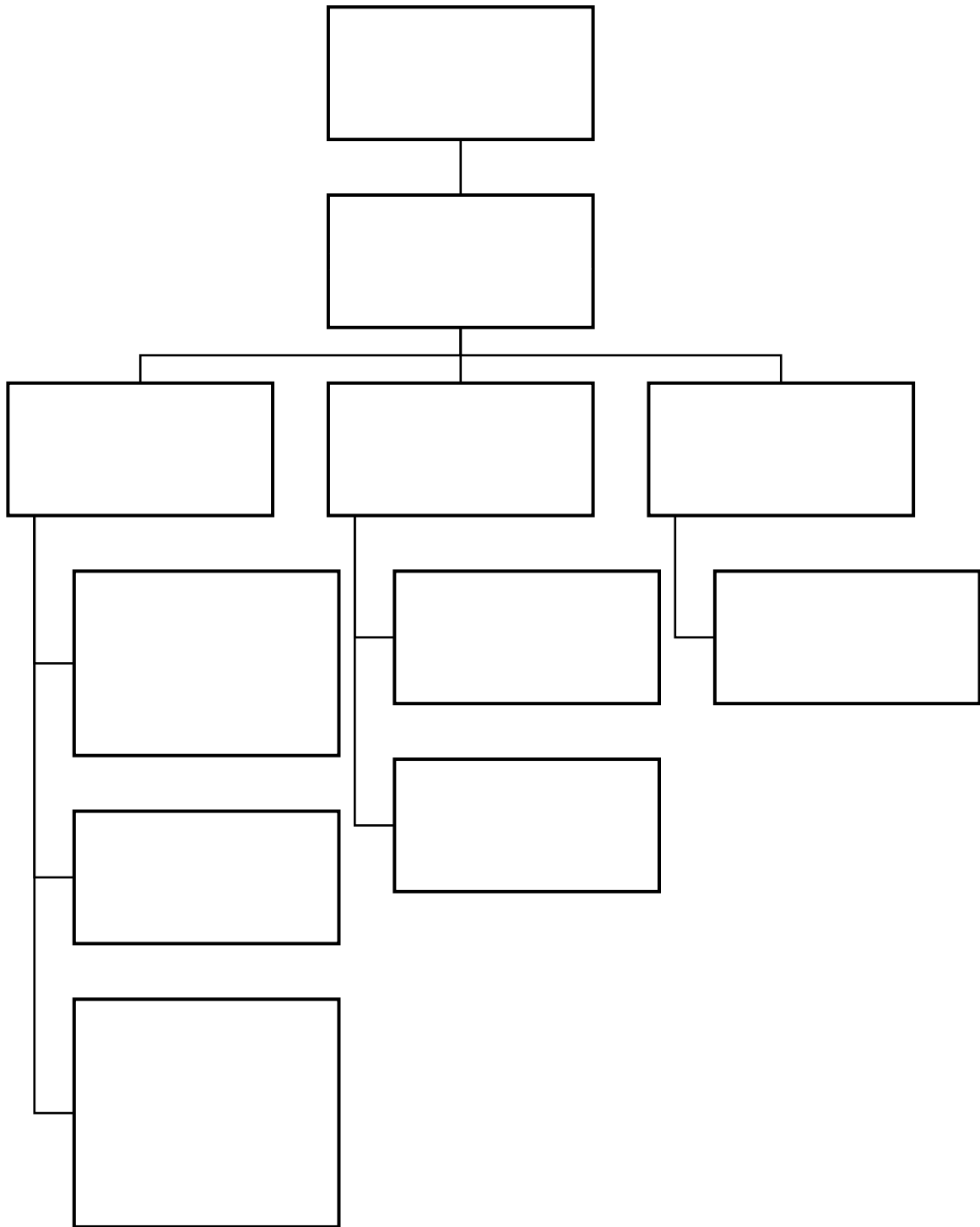


Table 2. 1 Royal Gadget’s Organizational Structure

I. Royal Gadget Vision

To be the best provider of innovative, high-quality, and reliable gadgets and services, and to be the primary choice for customers in Indonesia.

J. Royal Gadget Mission

1. Providing a variety of the latest gadget products with the best quality and competitive prices
2. Providing professional, fast, and friendly service to customers.
3. Prioritizing innovation and keeping up with technological developments to meet customer needs.
4. Developing strategic partnerships with business partners and leading gadget manufacturers.
5. Contributing to improving technological literacy in the community through education and the promotion of appropriate products.

K. Sales of iPhone device at Royal Gadget

Royal Gadget offers a variety of iPhone device categories that are distinguished by their condition, origin, and type of warranty. These categories include brand new iPhones (BNIB), international iPhones (inter), ex-international or ex-iBox iPhones, and second-hand iPhones with store warranties. This classification aims to provide clear information to consumers and facilitate the adjustment of choices based on their needs and financial capacity.

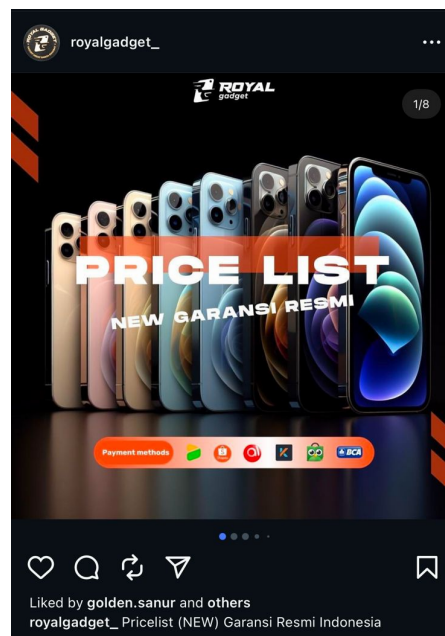


Image 2. 2 Poster Price List iPhone

1. Brand New iPhone in Box (BNIB)

The BNIB (Brand New in Bbox) category comprises devices that remain sealed in original factory packaging, and have never been used. This type of

product often comes with original factory accessories and an official warranty if purchased from a local distributor. The main advantages of the BNIB units include excellent physical condition, optimal battery performance, and minimal risk of prior damage.

2. Internasional iPhone (Inter)

An international iPhone refers to a device designed for foreign markets but sold in Indonesia. Some units remain unused and sealed, while others have been opened but not necessarily used. The main difference compared to local BNIB products lies in the type of warranty, as international products generally do not receive official support from Apple in Indonesia. Nevertheless, this category is highly sought after as it offers a wider range of models and more competitive prices.

3. iPhone Ex-Inter or Ex-iBox

The ex-inter or ex-iBox category refers to items that have been previously used or removed from their packaging, but still remain in very good condition. These products usually still come with the original box and basic accessories. The manufacturer's warranty is usually reduced, which is why Royal Gadget provides a store warranty as an additional assurance for customers.

L. Repair Service at Royal Gadget

Through collaboration and partnership with the official service partner account, @apple_repairsemerang, Royal Gadget offers a variety of repair services for Apple devices focusing on quality, timeliness, and user satisfaction. These repairs not only address technical issues but also provide a structured service procedure from initial inspection to returning the device to the customer.



Image 2. 3 Poster Price List Repair Service

1. Apple Device Repair

This service covers repairs for a range of Apple products, including iPhone, iPad, MacBook, and other wearable devices. Repairs are carried out by technicians who possess the necessary skills and experience in repairing Apple devices. Each repair step follows standard operating procedures (SOPs) to ensure that the quality of repairs is consistently maintained. Repairs cover issues ranging from minor faults to serious problems, including faults in various ports, physical buttons, speakers, cameras, and other internal systems.

2. Replacement of Spare Parts

Spare parts are replaced when components are irreparable or damaged beyond functional restoration. Eligible spare parts for replacement include screens, batteries, camera modules, flexible cables, and other electronic components. The service team is committed to providing high-quality spare parts, including original and third-party premium options, based on customer requirements. The spare part replacement procedure also comes with a service warranty to guarantee post-repair performance and customer satisfaction.

3. Technical Consultation

In addition to providing physical repair services, @apple_repairsemarang also offers technical consultation services to help users address issues they experience with their Apple devices. This consultation includes troubleshooting,

guidance on proper device usage, routine maintenance tips, and discussions about software updates. These consultation services are available both in person and through online communication, allowing customers to obtain solutions quickly and efficiently without requiring physical presence at the service center.

M. Consultation Service

Consultation services are an important part of the relationship between service providers and their customers. Royal Gadget utilizes WhatsApp for customer consultations, leveraging the platform's speed, accessibility, and familiarity among various consumer groups. Through this channel, customers receive timely guidance on product selection and technical issues prior to making a purchase or repairing their devices.

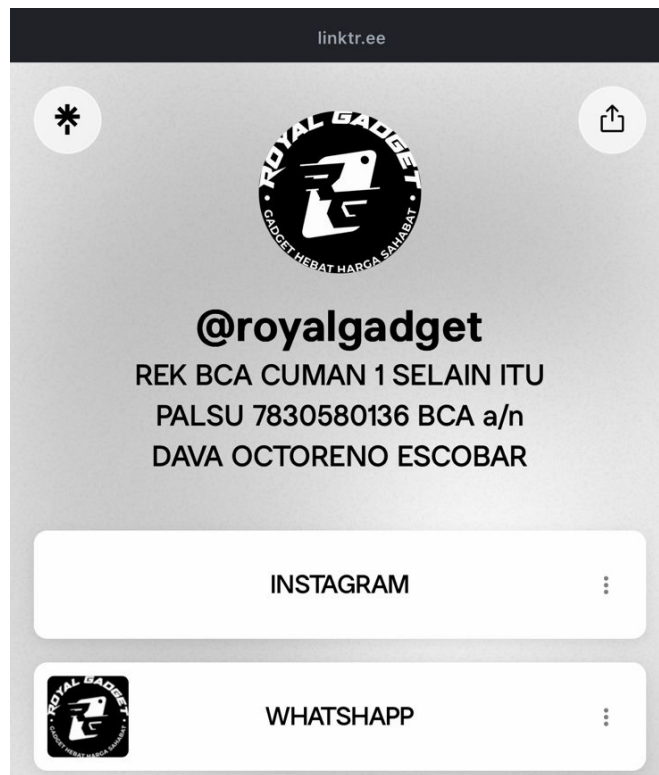


Image 2. 4 WhatsApp Information

CHAPTER III FINDING AND DISCUSSION

This study aims to understand and analyze the digital marketing communication strategies implemented by Royal Gadget through its Instagram account @royalgadget_ in an effort to increase market share. In this chapter, the researcher presents the findings from the case study entitled “Analysis of Digital Marketing Communication to increase Market Share; A Case Study of the @royalgadget_Instagram Account.” In addition, the researcher also reiterates the issues that were explained in the first chapter, namely how the digital marketing communication strategies carried out by Royal Gadget through Instagram social media can attract consumer interest, as well as the main aspects that become obstacles in the implementation of social media marketing concepts in providing customer satisfaction.

No	Informant's Name	Position in the company/agency	Interview Date	Interview location (if offline)
1.	Dava Ectoreno	Pemilik instansi	23 March 2025	Royal Gadget Store
2.	Moh Fadhlur	Marketing	20 July 2025	Via zoom
3.	Fajar Rizky	Content creator	26 July 2025	Via zoom
4.	Ananda Badi'atul	Customer	2 July 2025	Via zoom
5.	Wahyu Bagus	Customer	26 June 2025	Via zoom

Table 3. 1 Informant interview table

A. Research Findings

1. Digital Marketing Transformation



Image 3. 1 Online purchase photo

In its early days, Royalgadget relied on a cash on delivery (COD) system, where sellers and buyers had to meet face to face to complete a transaction. While this approach created a more personal and direct interaction, it could also be quite inconvenient, as both parties needed to coordinate a suitable time and place to meet.



Image 3. 2 Photo of Purchase in store

Over time, the business shifted to a more practical approach through in store purchases. With Instagram now used as a platform to check Iphone prices and stock availability, customers can easily gather information before visiting store, making the buying process feel quicker, more convenient, and more reassuring.

Royal Gadget started its business as a COD-based gadget store through social media platforms in 2022. Initially operating online, Royal Gadget saw an opportunity to grow further after receiving positive responses from customers. This then prompted the opening of a physical store in the West Semarang area to expand reach and enhance credibility in the eyes of consumers. Royal Gadget opened a physical store at Jalan Borobudur Timur IX No. 24, Manyaran, West Semarang to strengthen customer trust and broaden service coverage. However, with the development of the technology industry and increasing competition from major e-commerce platforms, Royal Gadget realised that traditional marketing approaches alone were not enough to maintain business existence. The shift to digital marketing became a strategic step taken to enhance competitiveness.

Digital marketing transformation has become an important step for Royal Gadget in adapting to technological developments and the increasingly active social media behaviour of modern consumers. This change marks a shift in strategy from conventional, locally-focused promotional systems to a digital approach capable of reaching a wider audience without geographical limitations. Through social media, Royal Gadget can showcase its brand identity, expand its market, and build two-way interactions with consumers more effectively. This process also serves as a fundamental basis for building brand awareness and enhancing competitiveness in the highly competitive gadget industry. The transformation not only impacts increased product exposure but also strengthens the emotional connection between the brand and customers through more interactive and real-time communication. Here are the results of the interview with respondents.

“Sebelum menerapkan strategi pemasaran digital, posisi Royal Gadget di pasar masih cukup terbatas. Kami mengandalkan pemasaran konvensional seperti word-of-mouth dan promosi dari pelanggan tetap. Kesadaran merek (brand awareness) kami waktu itu masih rendah, pelanggan sebagian besar hanya berasal dari area sekitar toko fisik. Kami mulai beralih ke digital marketing untuk memperluas jangkauan dan meningkatkan daya saing.” (Hasil wawancara dengan Dava Octoreno Escobar, Pemilik Royal Gadget, wawancara tanggal 28 Maret 2025)

“Before implementing a digital marketing strategy, Royal Gadget's market position was still quite limited. We relied on conventional marketing such as word-of-mouth and promotions from loyal customers. Our brand awareness at the time was still low, and most of our customers came from the area around our physical store. We began shifting to digital marketing to expand our reach and enhance competitiveness.” (Interview with Dava Octoreno Escobar, Owner of Royal Gadget, interview dated 28 March 2025).

Interviews with Dava Octoreno Escobar indicated that the shift towards digital marketing was driven by the limitations of conventional

marketing, which had previously relied only on regular customer promotions and word-of-mouth. Royal Gadget's brand awareness remains low and its customers are predominantly local consumers around the physical store area. Therefore, implementing a digital marketing strategy is seen as a strategic step to expand market reach, enhance competitiveness, and strengthen the brand's position amid technological developments and changes in consumer behaviour.

“Saya mengetahui keberadaan RoyalGadget dari teman yang pernah membagikannya di story instagram dan merekomendasikan ke saya.” (Hasil wawancara dengan Ananda Badi’atul, Customer Royal Gadget, wawancara tanggal 2 Juli 2025)

“I found out about RoyalGadget from a friend who had shared it on their Instagram story and recommended it to me.” (Interview results with Ananda Badi’atul, Customer of Royal Gadget, interview dated 2 July 2025).

Meanwhile, the interview with Ananda Badi’atul illustrated that RoyalGadget's presence is becoming widely recognised on social media, particularly Instagram, through friend recommendations and story feature posts. This indicates that RoyalGadget's digital strategy has successfully created a viral effect and word-of-mouth online, contributing to increased awareness and organically expanding the brand's reach among social media users.

“Aku tahu dari Instagram dan teman yang sering repost konten mereka. Kadang juga nongol di explore pas aku cari aksesoris gadget.” (Hasil wawancara dengan Wahyu Bagus, Customer Royal Gadget, wawancara tanggal 26 Juni 2025)

“I know from Instagram and friends who often repost their content. Sometimes it also appears in the explore section when I look for gadget accessories.” (Interview with Wahyu Bagus, Customer of Royal Gadget, interview conducted on 26 June 2025).

The results of interviews with Wahyu Bagus also reinforce previous findings, where RoyalGadget's presence on social media serves as the

main gateway for consumers to get to know the brand. Through friends' posts and appearing in Instagram's explore feature, RoyalGadget can attract the attention of potential new customers without direct physical interaction. This demonstrates that digital marketing transformation has a significant impact on increasing brand visibility and engaging audiences through the power of algorithms and social interaction on digital platforms.

Based on the interview results, it can be concluded that RoyalGadget's digital marketing transformation plays an important role in increasing market reach and brand awareness. The shift from conventional strategies to digital marketing allows RoyalGadget to expand its audience through social media, particularly Instagram, which is effective in building consumer interaction and trust. Content-based promotions, friend recommendations, and appearances in the explore feature are key factors that strengthen brand visibility and reputation. Thus, the implementation of digital marketing strategies has been proven capable of transforming RoyalGadget from a local business into a brand more widely recognised online.

7. Utilisation of Various Digital Platforms

Utilising various digital platforms has become a key strategy for RoyalGadget to expand its reach and attract consumer interest in an increasingly competitive business environment. With technological advancements and changes in shopping behaviour, having a presence on various digital media such as Instagram, TikTok, and marketplaces is important to strengthen brand existence. This strategy focuses not only on sales but also on building interactive relationships with customers through creative and informative content. Through this multichannel approach, RoyalGadget aims to reach a broader market segment while strengthening the loyalty of existing customers. The following are the results of interviews with respondents.

“Saat ini, Royal Gadget menggunakan berbagai platform digital untuk menjangkau lebih banyak pelanggan dan memperkuat brand kami di pasar. Instagram kami gunakan untuk menampilkan produk, promosi, dan testimoni pelanggan. TikTok menjadi media untuk

promosi kreatif dan edukatif. Website kami berfungsi sebagai katalog produk lengkap dan pusat informasi. Marketplace seperti Shopee dan Tokopedia adalah kanal utama untuk transaksi.” (Hasil wawancara dengan Dava Octoreno Escobar, Pemilik Royal Gadget, wawancara tanggal 28 Maret 2025)

“Currently, Royal Gadget uses various digital platforms to reach more customers and strengthen our brand in the market. We use Instagram to showcase products, promotions, and customer testimonials. TikTok serves as a medium for creative and educational promotions. Our website functions as a complete product catalogue and information centre. Marketplaces such as Shopee and Tokopedia are the main channels for transactions.” (Interview with Dava Octoreno Escobar, Owner of Royal Gadget, interview dated 28 March 2025).

The owner of Royal Gadget explained that the digital marketing strategy is implemented in an integrated manner across various platforms to expand market reach and strengthen brand image. Instagram is used as the main visual medium to showcase products, promotions, and customer testimonials, while TikTok is used to create more creative and educational promotional content. The website serves as the centre for information and a complete product catalogue, while marketplaces such as Shopee and Tokopedia act as the main channels for sales transactions. This multi-platform approach is designed so that consumers can easily access Royal Gadget across different digital media according to their preferences.

“Elemen-elemen yang menunjang komunikasi pemasaran digital meliputi pemilihan platform yang tepat seperti Instagram, TikTok, atau YouTube, serta kemampuan menciptakan konten yang menarik, relevan, dan sesuai dengan kebutuhan. Pemahaman terhadap karakteristik target sangat penting untuk menyusun strategi komunikasi yang efektif. Selain itu, konsistensi dalam branding visual dan gaya penyampaian membantu membangun identitas yang kuat di mata pengikut. Interaksi aktif melalui komentar, DM, atau fitur interaktif lainnya juga berperan besar dalam meningkatkan engagement dan membangun kedekatan. Kreativitas dalam mengikuti tren serta

kemampuan menganalisis data performa konten menjadi kunci untuk terus berkembang dan menjaga efektivitas komunikasi di era digital yang dinamis.” (Hasil wawancara dengan Moh Fadhlur, Marketing Royal Gadget, wawancara tanggal 20 Juli 2025)

“Elements that support digital marketing communication include choosing the right platforms such as Instagram, TikTok, or YouTube, as well as the ability to create engaging, relevant content that meets needs. Understanding the characteristics of the target audience is crucial in developing an effective communication strategy. Furthermore, consistency in visual branding and communication style helps build a strong identity in the eyes of followers. Active interaction through comments, DMs, or other interactive features also plays a significant role in increasing engagement and building closeness. Creativity in following trends and the ability to analyse content performance data are key to continuous growth and maintaining communication effectiveness in the dynamic digital era.” (Interview results with Moh Fadhlur, Marketing Royal Gadget, interview dated 20 July 2025).

From a marketing perspective, Royal Gadget's digital strategy focuses on selecting platforms relevant to the target audience, such as Instagram, TikTok, and YouTube, as well as developing content that is visually appealing and consistent. Branding consistency, active interaction with followers, and the use of interactive features are key to building closer relationships with customers. In addition, the marketing team continuously adapts to digital trends and analyses content performance data to ensure the effectiveness of communication strategies amid the rapidly changing social media landscape.

“Platform andalan saya adalah Instagram dan TikTok karena keduanya sangat efektif untuk menjangkau audiens secara luas dan cepat. Saya fokus mengoptimalkan konten video pendek yang informatif dan menarik, memanfaatkan fitur live shopping untuk interaksi real-time dengan followers, serta mendorong campaign user-generated content agar audiens juga terlibat aktif. Dengan konsistensi

dalam produksi konten yang relevan dan mengikuti tren, saya berhasil meningkatkan engagement secara signifikan dan berdampak langsung pada peningkatan penjualan produk.” (Hasil wawancara dengan Fajar Rizky, Content Creator Royal Gadget, wawancara tanggal 26 Juli 2025)

“My main platforms are Instagram and TikTok because both are very effective for reaching a wide audience quickly. I focus on optimising short video content that is informative and engaging, utilising live shopping features for real-time interaction with followers, and promoting user-generated content campaigns to encourage active audience participation. With consistency in producing relevant content and staying trend-aware, I have managed to significantly increase engagement, which directly impacts product sales.” (Interview results with Fajar Rizky, Content Creator of Royal Gadget, interview conducted on 26 July 2025).

From a content creator's perspective, the main focus is on optimising short video content on Instagram and TikTok, which is considered most effective in reaching a wide audience. Strategies such as live shopping and user-generated content are utilised to create direct interaction and encourage user participation. Consistency in following trends and presenting relevant content has been proven to increase engagement and have a tangible impact on boosting product sales.

“Menggunakan Instagram karena akses nya lebih mudah dan infonya lebih lengkap.” (Hasil wawancara dengan Ananda Badi'atul, Customer Royal Gadget, wawancara tanggal 2 Juli 2025)

“Using Instagram because its access is easier and the information is more complete.” (Interview results with Ananda Badi'atul, Customer of Royal Gadget, interview dated 2 July 2025)

“Paling sering sih Instagram, soalnya bisa langsung lihat barangnya lewat foto dan video, jadi lebih yakin.” (Hasil wawancara dengan Wahyu Bagus, Customer Royal Gadget, wawancara tanggal 26 Juni 2025)

“Mostly Instagram, because you can see the items directly through photos and videos, making you more confident.” (Interview results with Wahyu Bagus, Customer of Royal Gadget, interview conducted on 26 June 2025)

From the customer's perspective, Instagram has become a favourite platform as it is considered the easiest to access and provides comprehensive information about Royal Gadget products. Through this platform, consumers can view product photos and videos directly, which helps them ensure the quality and authenticity of the products before purchasing. This shows that a strong visual presence and transparency of information on social media play a crucial role in building customer trust and purchase interest in Royal Gadget.

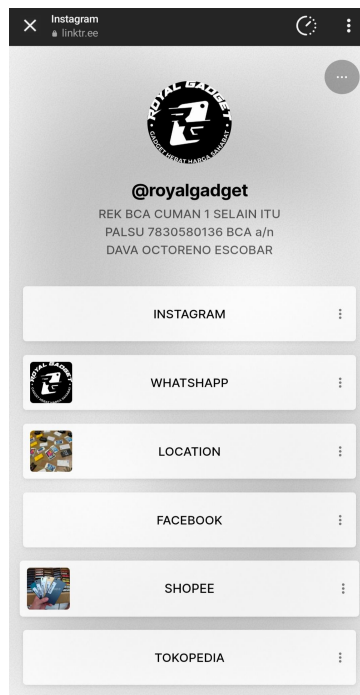


Image 3. 3 Other social media site information

Based on the interview results, the utilisation of various digital platforms by Royal Gadget is an important factor in expanding market reach and building stronger customer relationships. The use of Instagram, TikTok, website, and marketplaces is conducted strategically according to the characteristics and functions of each, creating a synergy in digital marketing communication. Engaging visual content, active interaction, and consistency in branding are key to Royal Gadget's success in maintaining

customer trust and loyalty. From the customer's perspective, Instagram is considered the most effective medium as it provides comprehensive and convincing product information. This multi-platform strategy demonstrates that Royal Gadget focuses not only on promotion but also on strengthening emotional connections and customer experience in the digital world.

It can be concluded that Instagram has become the main platform used by Royal Gadget to reach a young and tech-savvy audience. This platform is considered the most effective in building a strong visual identity through product photos and videos, as well as creating emotional engagement with consumers through direct interaction in the comment section, story features, and promotional activities such as giveaways or live shopping. With consistency in communication style and visual branding, Royal Gadget is able to utilise Instagram not just as a promotional tool, but also as a medium to strengthen brand image and closeness with customers.

8. Marketing Strategy

Marketing strategy is the core of Royal Gadget's success in maintaining its presence and expanding market share in a competitive digital era. In the context of modern marketing, strategy focuses not only on product sales but also on efforts to build emotional and long-term relationships with consumers through approaches that are relevant and adaptive to digital trends. Royal Gadget develops a directed digital marketing strategy by combining creativity, consistency, and data analysis to understand consumer behaviour and optimise campaign effectiveness. This approach includes the use of visual content, interactive promotions, and collaboration strategies with influencers to attract attention while building public trust. The following are the results of interviews with respondents regarding the marketing strategy applied by Royal Gadget.

“Setiap platform memiliki karakteristik dan audiens yang berbeda, sehingga konten yang kami buat disesuaikan. Instagram kami fokuskan pada visual dan storytelling produk. TikTok berisi konten edukatif dan hiburan seputar gadget. Kami juga menggunakan influencer marketing sebagai bagian dari strategi pemasaran digital.

Prosesnya dimulai dari pemilihan influencer yang sesuai, analisis engagement rate, briefing, hingga evaluasi hasil kolaborasi.” (Hasil wawancara dengan Dava Octoreno Escobar, Pemilik Royal Gadget, wawancara tanggal 28 Maret 2025)

“Each platform has different characteristics and audiences, so the content we create is tailored accordingly. Our Instagram focuses on visuals and product storytelling. TikTok contains educational and entertaining content about gadgets. We also use influencer marketing as part of our digital marketing strategy. The process starts with selecting the right influencers, analysing engagement rates, briefings, and evaluating the results of the collaboration.” (Interview with Dava Octoreno Escobar, Owner of Royal Gadget, interview dated 28 March 2025)

The marketing strategy implemented by Royal Gadget demonstrates a deep understanding of the characteristics of each digital platform. Through a segmented approach, Royal Gadget tailors the formats and communication messages to reach different audiences. Instagram is used to strengthen the visual image and product storytelling, while TikTok is used to present educational and light entertainment content that is more easily accepted by a young audience. In addition, the use of influencer marketing is an important strategy carried out in a measured manner from the selection stage to evaluating campaign effectiveness.

“Cara saya membedakan komunikasi pemasaran digital di berbagai platform termasuk Instagram adalah dengan menyesuaikan format, gaya penyampaian, dan karakteristik audiens masing-masing media. Misalnya, di Instagram, fokus utama terletak pada visual yang kuat seperti foto estetik, reels yang singkat dan menarik, serta caption yang padat namun personal. Komunikasi di Instagram lebih emosional dan visual, sehingga saya lebih menonjolkan storytelling melalui gambar atau video pendek, serta membangun engagement lewat fitur interaktif seperti story, polling, dan komentar. Sementara di platform lain seperti YouTube, komunikasi bisa lebih panjang dan mendalam, cocok untuk konten edukatif atau review. Di TikTok, konten harus cepat menarik perhatian dalam hitungan detik, dengan gaya yang

lebih santai, lucu, atau mengikuti tren. Dengan memahami keunikan setiap platform, saya dapat menyesuaikan pesan pemasaran agar tetap relevan dan efektif tanpa kehilangan identitas sebagai kreator.” (Hasil wawancara dengan Moh Fadhlur, Marketing Royal Gadget, wawancara tanggal 20 Juli 2025)

“My way of differentiating digital marketing communication across various platforms including Instagram is by adapting the format, style of delivery, and audience characteristics of each medium. For example, on Instagram, the main focus is on strong visuals such as aesthetic photos, short and engaging reels, and concise yet personal captions. Communication on Instagram is more emotional and visual, so I emphasise storytelling through images or short videos, and build engagement through interactive features like stories, polls, and comments. Meanwhile, on other platforms like YouTube, communication can be longer and more in-depth, suitable for educational content or reviews. On TikTok, content needs to capture attention within seconds, with a more relaxed, humorous style or by following trends. By understanding the uniqueness of each platform, I can tailor marketing messages to remain relevant and effective without losing my identity as a creator.” (Interview results with Moh Fadhlur, Marketing Royal Gadget, interview dated 20 July 2025.

Royal Gadget's digital communication strategy also focuses on adapting style and format according to the media used. Instagram serves as the main platform for building emotional closeness through strong and interactive visual content, while YouTube and TikTok are used to reach audiences with longer or more relaxed presentation styles. Understanding the dynamics of each platform enables Royal Gadget to maintain message relevance without losing brand identity.

“Untuk menarik minat seorang influencer dalam membantu mempromosikan sebuah produk, saya akan memulainya dengan pendekatan yang personal dan relevan. Pertama, saya melakukan riset terlebih dahulu agar bisa memilih influencer yang sesuai dengan niche, value, dan karakter audiens brand. Setelah itu, saya

menghubungi mereka dengan pitch yang menarik menjelaskan visi brand, keunikan produk, dan potensi kolaborasi secara jelas namun singkat. Saya pastikan untuk menawarkan benefit yang sepadan, bukan hanya dari segi kompensasi, tetapi juga peluang untuk engagement tinggi, eksposur baru, atau bahkan kolaborasi kreatif yang bisa memperkuat personal branding mereka. Di samping itu, saya juga memberikan ruang bagi influencer untuk berkreasi agar mereka tetap autentik dan tidak merasa “diperintah”. Dengan pendekatan yang profesional, menghargai kreativitas mereka, dan menyusun proposal yang jelas, saya bisa membangun kerja sama yang saling menguntungkan antara brand dan influencer.” (Hasil wawancara dengan Fajar Rizky, Content Creator Royal Gadget, wawancara tanggal 26 Juli 2025)

“To attract an influencer's interest in helping promote a product, I would start with a personal and relevant approach. First, I conduct research to select an influencer who matches the brand's niche, values, and audience character. Then, I reach out to them with an engaging pitch that clearly yet concisely explains the brand's vision, the uniqueness of the product, and the potential for collaboration. I make sure to offer appropriate benefits, not only in terms of compensation, but also opportunities for high engagement, new exposure, or even creative collaborations that can strengthen their personal branding. In addition, I also provide space for the influencer to be creative so that they remain authentic and do not feel 'commanded'. With a professional approach, respecting their creativity, and presenting a clear proposal, I can build a mutually beneficial partnership between the brand and the influencer.” (Interview results with Fajar Rizky, Content Creator of Royal Gadget, interview dated 26 July 2025).

In executing collaborations with influencers, Royal Gadget adopts a professional approach that balances business interests and individual creativity. By conducting in-depth research on relevant influencer profiles, the team ensures that collaborations are not merely transactional but also

oriented towards long-term partnerships. A personalised approach, clear pitch delivery, and allowing space for the influencer's creativity are key to creating authentic content that effectively captures audience attention.

“Ya, mereka menggunakan visual produk yang menarik, video unboxing, serta testimoni dari pelanggan yang menambah kepercayaan.” (Hasil wawancara dengan Ananda Badi’atul, Customer Royal Gadget, wawancara tanggal 2 Juli 2025)

“Yes, they use attractive product visuals, unboxing videos, and customer testimonials that enhance trust.” (Interview results with Ananda Badi’atul, Customer of Royal Gadget, interview dated 2 July 2025).

“Iya banget. Mereka sering pakai video unboxing, testimoni dari pelanggan, dan visual yang rapi. Itu bikin aku lebih percaya dan tertarik.” (Hasil wawancara dengan Wahyu Bagus, Customer Royal Gadget, wawancara tanggal 26 Juni 2025)

“Absolutely. They often use unboxing videos, customer testimonials, and neat visuals. That makes me more confident and interested.” (Interview with Wahyu Bagus, Customer of Royal Gadget, interview conducted on 26 June 2025)

From the consumer's perspective, Royal Gadget's marketing strategy has proven effective in attracting interest through visually appealing content and building trust. The use of unboxing videos, customer testimonials, and tidy product visuals gives a professional impression while also convincing potential buyers of the product's quality. These elements make customers feel more confident and emotionally connected to the brand.

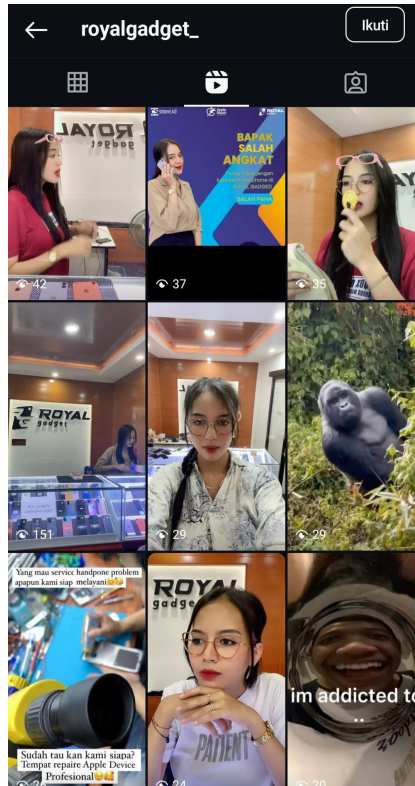


Image 3. 4 Feed Royalgadget_ content

The @Royalgadget Instagram page shares updates about the latest deals and what items are currently available in the store. Since it's on Instagram, its suocer easy to send them a direct message if you have any question. Another nice benefit is that you can stay in the loop, as they regularly post new updates and information.

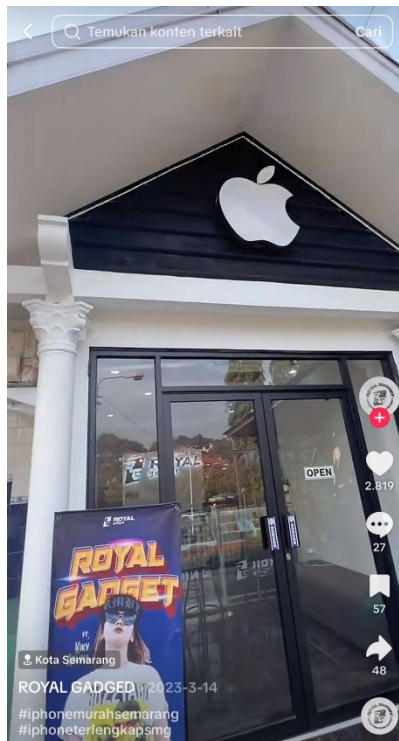


Image 3. 5 Viral Content on Tiktok

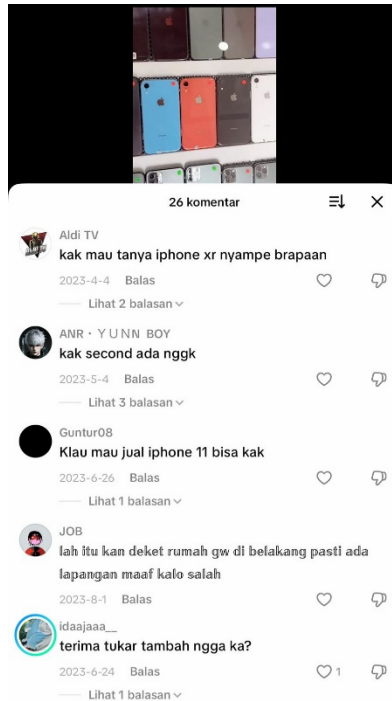


Image 3. 6 Comment on Viral Content

A video shared on the @royalgadget Tiktok account became very popular quickly, causing a lot of attention from people watching. Many customers left comments asking about whether the product was available and if there was any stock left. The video shows a powerful marketing strategy that grabs attention and makes people want to interact in a genuine and convincing manner.

Through reels, stories, and live shopping features, Royal Gadget presents brief product reviews, technology tips, and attractive promotions. The content is presented lightly yet remains informative and focused. Based on the overall interview results, it can be concluded that Royal Gadget's marketing strategy successfully combines an adaptive multichannel approach, selective use of influencers, and engaging visual content to build credibility and audience engagement. The combination of creativity, consistency, and understanding of digital consumer behaviour makes Royal Gadget's marketing strategy effective in expanding market reach and strengthening brand positioning in the digital era.

9. Use of Data Tools and Analysis

The use of data tools and analysis has become an important component in Royal Gadget's digital marketing communication strategy. In today's fast-paced digital era, the ability to read, understand, and utilise data is key to making targeted strategic decisions. Royal Gadget employs

various analytical tools such as social media insights, sales data from marketplaces, and engagement metrics to monitor campaign effectiveness and consumer behaviour in real-time. With accurate data analysis, the company can adjust content strategies, determine the best posting times, and identify market trends and customer preferences. This data-driven approach not only improves efficiency but also strengthens the precision of strategies in reaching the desired target audience. Here are the results of interviews with respondents regarding the use of data tools and analysis in Royal Gadget's digital marketing activities.

“Kami menggunakan Meta Business Suite untuk mengelola dan menjadwalkan postingan di Facebook dan Instagram. Google Analytics membantu kami memahami traffic website dan perilaku pengguna. Marketplace Ads seperti Tokopedia dan Shopee Ads digunakan untuk meningkatkan penjualan. Kami juga memanfaatkan WhatsApp Business API untuk berinteraksi langsung dengan pelanggan. Analisis data dari semua platform menjadi dasar dalam mengambil keputusan strategi berikutnya.” (Hasil wawancara dengan Dava Octoreno Escobar, Pemilik Royal Gadget, wawancara tanggal 28 Maret 2025)

“We use Meta Business Suite to manage and schedule posts on Facebook and Instagram. Google Analytics helps us understand website traffic and user behaviour. Marketplace Ads such as Tokopedia and Shopee Ads are used to boost sales. We also utilise the WhatsApp Business API to interact directly with customers. Data analysis from all platforms forms the basis for making the next strategic decisions.” (Interview with Dava Octoreno Escobar, Owner of Royal Gadget, interview dated 28 March 2025).

Royal Gadget employs a comprehensive analytical approach to optimise its digital marketing strategy. By leveraging various data tools such as Meta Business Suite, Google Analytics, as well as Shopee Ads and Tokopedia Ads, the company is able to monitor campaign performance across different channels in real-time. The data obtained from these tools is used to evaluate content effectiveness, consumer behaviour, and sales

outcomes. Additionally, the use of WhatsApp Business API enables direct and personalised communication with customers, strengthening the two-way interaction crucial for customer loyalty. A thorough analysis across all platforms then forms the basis for decision-making in determining the next strategy, ensuring that every promotional step is supported by valid and measurable data.

“Ketika brand yang saya kerjakan mengalami penurunan minat, sebagai bagian dari pemasaran digital, langkah pertama yang saya lakukan adalah menganalisis data performa konten dan interaksi audiens untuk mengetahui titik lemahnya apakah pada pesan, format, frekuensi, atau platformnya. Selanjutnya, saya akan melakukan riset tren dan kompetitor untuk menemukan insight baru yang relevan dengan target pasar. Saya juga akan melakukan refresh strategi konten, misalnya dengan mencoba pendekatan storytelling baru, melibatkan influencer mikro, atau meningkatkan interaksi melalui campaign interaktif dan user-generated content. Selain itu, saya akan mempertimbangkan untuk menjalankan iklan berbayar yang lebih terarah agar menjangkau audiens potensial yang lebih luas dan tepat sasaran. Tujuannya adalah menghidupkan kembali ketertarikan sekaligus mengembalikan kepercayaan dan engagement audiens terhadap brand.” (Hasil wawancara dengan Moh Fadhlur, Marketing Royal Gadget, wawancara tanggal 20 Juli 2025)

“When the brand I work on experiences a decline in interest, as part of digital marketing, the first step I take is to analyse content performance data and audience interaction to identify the weak points, whether in the message, format, frequency, or platform. Next, I would conduct trend and competitor research to find new insights relevant to the target market. I would also refresh the content strategy, for example by trying a new storytelling approach, involving micro-influencers, or enhancing engagement through interactive campaigns and user-generated content. In addition, I would consider running more targeted paid advertising to reach a wider and more precise potential audience. The aim is to revive interest while restoring

audience trust and engagement with the brand.” (Interview results with Moh Fadhlur, Marketing Royal Gadget, interview dated 20 July 2025).

In its digital marketing practice, Royal Gadget also emphasises the importance of analysing content performance and market trends as a responsive measure to changing audience interests. When engagement drops, the marketing team promptly conducts data-based evaluations to identify aspects that need improvement, ranging from messaging and format to the platforms used. This approach is followed by content renewal strategies such as more engaging storytelling, collaborations with micro-influencers, and interactive campaigns based on user participation. Additionally, paid advertisements are utilised to expand the potential audience reach more precisely. This strategy demonstrates that Royal Gadget focuses not only on content production but also on in-depth analysis that drives rapid adaptation to market changes.

“Untuk tetap mengikuti tren yang sedang viral sambil mempromosikan brand, saya selalu memantau perkembangan tren melalui media sosial seperti TikTok, Instagram Reels, dan X (Twitter), serta memanfaatkan fitur eksplor dan trending topics. Saya juga rutin mengikuti akun-akun kreator dan komunitas industri untuk mendapatkan insight terbaru. Setelah menemukan tren yang relevan, saya segera menyesuaikan dengan identitas dan pesan brand. Misalnya, jika ada audio, format video, atau challenge yang sedang viral, saya akan mengemas ulang konten promosi brand agar selaras dengan tren tersebut tanpa kehilangan nilai inti produk. Penting juga untuk bergerak cepat, karena tren di media sosial bersifat singkat. Selain itu, saya memastikan bahwa meskipun ikut tren, konten tetap terlihat natural, tidak terlalu memaksa, dan tetap mendukung tujuan strategi brand, seperti meningkatkan awareness, engagement, atau penjualan.” (Hasil wawancara dengan Fajar Rizky, Content Creator Royal Gadget, wawancara tanggal 26 Juli 2025)

“To keep up with viral trends while promoting the brand, I constantly monitor trend developments through social media such as TikTok, Instagram Reels, and X (Twitter), utilising the explore feature

and trending topics. I also regularly follow creator accounts and industry communities to gain the latest insights. Once I identify relevant trends, I immediately adapt them to the brand's identity and message. For example, if an audio clip, video format, or challenge is trending, I repurpose the brand's promotional content to align with the trend without losing the core value of the product. It is also important to act quickly, as social media trends are short-lived. Moreover, I ensure that while following trends, the content remains natural, not forced, and continues to support brand strategy goals, such as increasing awareness, engagement, or sales.” (Interview results with Fajar Rizky, Content Creator of Royal Gadget, interview dated 26 July 2025).

Meanwhile, on the creative side, Royal Gadget continues to maintain the relevance and appeal of its content by monitoring viral trends across various platforms such as TikTok, Instagram Reels, and X (Twitter). With an awareness of trends and the ability to adapt promotional formats without compromising brand identity, the content team is able to create promotions that are natural yet effective. This approach allows Royal Gadget to stay in the flow of digital conversations and maintain high engagement amid the rapidly changing dynamics of social media trends.

From the overall interview results, it can be concluded that Royal Gadget successfully utilises data tools and analysis as the main foundation in planning and evaluating its digital marketing strategy. The combination of data-driven analysis and adaptive creativity to trends enables the company to make more accurate strategic decisions, enhance the effectiveness of campaigns, and maintain brand relevance amidst increasingly competitive digital market conditions.

10. The Impact of Digital Strategy on Market Share Growth

The impact of digital strategy on market share growth has become one of the main indicators of Royal Gadget's success in implementing modern marketing communication. Through the application of an integrated digital strategy, from social media optimisation, collaboration with influencers, to the use of data analytics, Royal Gadget has successfully expanded its market reach and strengthened its brand position amid the

increasingly competitive gadget industry. This effort not only increases visibility and brand awareness, but also directly impacts sales growth and customer loyalty. An adaptive and data-driven digital strategy allows Royal Gadget to reach new consumers in various regions while maintaining relationships with existing customers through an interactive and personalised approach. Here are the results of interviews with respondents regarding the impact of digital strategy on Royal Gadget's market share growth.

“Sejak kami menerapkan strategi pemasaran digital secara menyeluruh, market share kami meningkat sekitar 20%. Produk smartphone mid-range dan aksesoris seperti casing dan TWS mengalami peningkatan penjualan paling tinggi. Promosi yang tepat sasaran dan dukungan testimoni pelanggan membuat penjualan lebih stabil dari bulan ke bulan. Brand awareness kami juga meningkat karena kampanye digital yang lebih terarah.” (Hasil wawancara dengan Dava Octoreno Escobar, Pemilik Royal Gadget, wawancara tanggal 28 Maret 2025)

“Since we implemented a comprehensive digital marketing strategy, our market share has increased by around 20%. Mid-range smartphones and accessories such as cases and TWS experienced the highest sales growth. Targeted promotions and customer testimonial support have made sales more stable month to month. Our brand awareness has also increased due to more focused digital campaigns.” (Interview with Dava Octoreno Escobar, Owner of Royal Gadget, interview dated 28 March 2025)

The comprehensive implementation of digital marketing strategies has had a significant impact on the growth of Royal Gadget's market share. Through targeted and data-driven digital campaigns, the company has managed to increase its market share by around 20%, with the largest growth occurring in mid-range smartphones and accessories such as cases and TWS. Consistent promotion and the use of customer testimonials have proven capable of maintaining stable monthly sales. In addition, increased

brand awareness has further strengthened Royal Gadget's position as one of the key players in the competitive local gadget sales industry.

“Ya, saya mengikuti RoyalGadget dan yang membuat tertarik adalah isi konten gadget yang dibuat serta ada promo diskon. Menurut saya, dalam menggunakan medsos ini mereka cukup efektif karena berinteraksi dengan audiens dan sering membuat kuis, atau giveaway untuk meningkatkan keterlibatan.” (Hasil wawancara dengan Ananda Badi’atul, Customer Royal Gadget, wawancara tanggal 2 Juli 2025)

“Yes, I follow RoyalGadget and what interests me is the gadget content they create as well as the discount promotions. In my opinion, their use of social media is quite effective because they interact with the audience and often run quizzes or giveaways to increase engagement.” (Interview results with Ananda Badi’atul, Customer of Royal Gadget, interview dated 2 July 2025)

“Iya, aku follow. Soalnya kontennya informatif, ada tips, dan kadang suka ada promo menarik juga. , karena kontennya nggak melulu jualan. Ada juga edukasi dan interaksi kayak polling atau Q&A, jadi ngerasa diajak ngobrol, bukan cuma disuruh beli.” (Hasil wawancara dengan Wahyu Bagus, Customer Royal Gadget, wawancara tanggal 26 Juni 2025)

“Yes, I follow. Because the content is informative, there are tips, and sometimes there are interesting promotions too, since the content isn't just about selling. There is also educational content and interactions like polls or Q&A, so it feels like being invited to chat, not just being told to buy.” (Interview with Wahyu Bagus, Customer of Royal Gadget, interview conducted on 26 June 2025)

From a consumer perspective, Royal Gadget's digital strategy is considered highly effective as it is able to foster active and relevant interactions with the audience. Promotional content presented in an engaging manner, accompanied by activities such as giveaways and quizzes, successfully increases user engagement while also creating a

closer relationship between the brand and customers. Consumers are more inclined to follow Royal Gadget's social media accounts due to the variety of content that is informative and communicative, not merely sales-oriented.

Overall, the digital strategy implemented by Royal Gadget has successfully created a balance between promotion, education, and social interaction, directly impacting sales growth and customer loyalty. It can be concluded that Royal Gadget's digital communication strategy not only expands market reach and increases awareness but also builds an emotional connection with consumers, contributing to sustainable market share growth.

11. Obstacles and Challenges in Digital Marketing

Obstacles and challenges in digital marketing are important aspects that Royal Gadget needs to consider in maintaining the effectiveness of its strategies and the sustainability of its business growth. Although digital marketing provides broad opportunities to reach a larger audience, the company also faces various constraints such as changes in social media algorithms, increasingly intense content competition, and the need to continuously adapt to dynamic consumer trends and behaviours. In addition, limitations in human resources and time in managing various digital platforms also present unique challenges that can affect campaign consistency and brand communication quality. Therefore, understanding emerging obstacles and seeking innovative solutions is a strategic step for Royal Gadget to maintain its competitive advantage in the digital market. Below are the results of interviews with respondents related to obstacles and challenges in Royal Gadget's digital marketing.

“Salah satu hambatan terbesar kami adalah perubahan algoritma media sosial yang membuat jangkauan postingan tidak selalu stabil. Persaingan harga di marketplace sangat ketat, sehingga margin keuntungan kadang menurun. Butuh waktu untuk melatih tim internal agar mampu membaca data dan membuat konten yang menarik secara konsisten. Kendala teknis seperti keterbatasan sumber daya manusia dan biaya iklan digital yang fluktuatif juga menjadi

tantangan.” (Hasil wawancara dengan Dava Octoreno Escobar, Pemilik Royal Gadget, wawancara tanggal 28 Maret 2025)

“One of our biggest obstacles is the changing social media algorithms, which make the reach of posts inconsistent. Price competition in the marketplace is very tight, causing profit margins to sometimes decrease. It takes time to train the internal team to be able to read data and create engaging content consistently. Technical challenges such as limited human resources and fluctuating digital advertising costs also pose a challenge.” (Interview with Dava Octoreno Escobar, Owner of Royal Gadget, interview dated 28 March 2025)

From the interview with Dava Octoreno Escobar as the owner of Royal Gadget, it can be explained that the main challenge in digital marketing lies in technical factors and resources. Changes in social media algorithms often cause fluctuations in content reach, making promotional strategies not always consistent. In addition, the intense price competition in the marketplace reduces profit margins. Other obstacles that arise are the limited human resources in terms of data literacy and creating engaging content, as well as the unpredictable cost of digital advertising. This shows that internal aspects such as team training and digital budget management are crucial in maintaining the stability of marketing performance.

“Ketika menerima kritik terkait barang dari brand yang saya promosikan, saya sebagai content creator dan bagian dari pemasaran digital akan menanggapi secara profesional dan terbuka. Pertama, saya mendengarkan kritik tersebut dengan sikap positif tanpa defensif, lalu mengevaluasi apakah kritik itu membahas hal teknis produk, kualitas, atau ekspektasi konsumen. Saya akan memberikan respon yang sopan dan solutif di ruang publik (seperti kolom komentar) untuk menunjukkan transparansi dan kepedulian terhadap pelanggan. Jika perlu, saya juga akan menindaklanjuti secara pribadi melalui DM untuk menyelesaikan masalah lebih detail. Selain itu, saya akan menyampaikan feedback tersebut ke pihak brand sebagai bahan evaluasi. Pendekatan ini penting untuk menjaga kepercayaan audiens dan membangun citra brand yang bertanggung jawab.” (Hasil

wawancara dengan Moh Fadhlur, Marketing Royal Gadget, wawancara tanggal 20 Juli 2025)

“When receiving criticism about products from the brand I promote, I, as a content creator and part of digital marketing, will respond professionally and openly. First, I will listen to the criticism with a positive, non-defensive attitude, then assess whether it concerns product technicalities, quality, or consumer expectations. I will give a polite and solution-focused response publicly (such as in comment sections) to demonstrate transparency and care for customers. If necessary, I will also follow up privately via DMs to address the issue in more detail. Furthermore, I will convey this feedback to the brand for evaluation. This approach is important for maintaining audience trust and building a responsible brand image.”

(Interview results with Moh Fadhlur, Marketing Royal Gadget, interview dated 20 July 2025)

An interview with Moh Fadhlur as part of the marketing team highlighted the importance of communication skills and reputation management in facing digital challenges. He emphasized that responses to consumer criticism should be conducted openly, professionally, and solution-oriented to maintain a positive company image in the public eye. This approach not only helps sustain good relationships with customers but also provides valuable feedback for product evaluation and marketing strategy. Thus, the ability to adapt to public feedback becomes an important part of Royal Gadget's digital strategy.

“RoyalGadget sebaiknya mulai memperluas jangkauan ke platform lain seperti TikTok dengan konten yang kreatif, serta memperbanyak kolaborasi dengan micro-influencer untuk menjangkau lebih banyak segmen pasar dan sering mengadakan giveaway.” (Hasil wawancara dengan Ananda Badi'atul, Customer Royal Gadget, wawancara tanggal 2 Juli 2025)

“RoyalGadget should start expanding its reach to other platforms such as TikTok with creative content, increase collaborations with

micro-influencers to reach more market segments, and frequently hold giveaways.” (Interview results with Ananda Badi’atul, Customer of Royal Gadget, interview dated 2 July 2025)

Based on an interview with Ananda Badi’atul, a Royal Gadget customer, the challenges in digital marketing also lie in the limited reach of the platforms used. She suggested that Royal Gadget expand promotional activities to platforms such as TikTok with more creative and interactive content styles. Collaboration with micro-influencers and organising giveaways were also considered effective in attracting the attention of a broader market segment. This feedback reflects that audiences now demand variety and innovation in digital strategies to remain relevant and engaging.

“Kekurangannya, mungkin kadang terlalu "aman", kurang berani ambil gaya yang beda atau lebih nyentrik kayak kompetitor. Mungkin bisa lebih sering bikin konten interaktif atau kolaborasi sama influencer yang relate sama dunia gadget. Terus, live review produk juga bisa menarik minat lebih banyak orang.” (Hasil wawancara dengan Wahyu Bagus, Customer Royal Gadget, wawancara tanggal 26 Juni 2025)

“The downside is that it can sometimes be too 'safe', not daring enough to try a different or more distinctive style like competitors. Perhaps they could create interactive content more often or collaborate with influencers who relate to the gadget world. Additionally, live product reviews could also attract more interest.” (Interview results with Wahyu Bagus, Royal Gadget Customer, interview dated 26 June 2025)

According to Wahyu Bagus, another customer, Royal Gadget's challenge lies in the courage to innovate in content style. He believes that the company tends to play it safe, making it less prominent compared to competitors who are bolder and more creative. He suggests that Royal Gadget should create interactive content more frequently, collaborate with influencers relevant to the gadget world, and conduct live product reviews

to capture audience attention. This indicates that Royal Gadget's challenge is not only technical but also involves creativity and content differentiation.

Overall, it can be concluded that the obstacles and challenges in Royal Gadget's digital marketing include technical factors, human resources, promotional costs, and creativity in content management. Algorithm changes and price competition are external challenges, while limitations in content innovation and team training are internal barriers. However, feedback from the marketing team and customers indicates that with an open communication strategy, platform diversification, and increased content creativity, Royal Gadget has a great opportunity to strengthen its position and competitiveness in the digital market.

N. Discussion of Research Results

1. Instagram Utilisation Strategy by @RoyalGadget to Enhance Consumer Apple

Instagram has become one of the main platforms utilised by @RoyalGadget in digital marketing activities. Through its visual and interactive features, Instagram is used to showcase products, build brand image, and foster a closer connection with consumers directly. The use of this social media is not merely for sales promotion, but also as a means of two-way communication between the brand and customers. Through various creative strategies implemented, @RoyalGadget strives to capture audience attention, expand market reach, and increase consumer engagement.

According to Ardyan (2025), digital marketing communication requires a deep understanding of three main consumer aspects, namely the heart, mind, and soul, which are interconnected in the context of internet-based marketing.



Image 3. 7 Reply Comment on Viral Content

In that TikTok post, there's clearly a lively interaction between the seller and potential buyers in the comments section. Many people ask about price, stock, and even the possibility of a transaction, and the seller responds to everything quickly and casually. This approach feels more personal and less formal, making potential buyers feel comfortable asking questions. Additionally, engaging videos combined with friendly responses make the digital marketing strategy feel more "alive," capable of capturing attention while resonating with potential buyers' emotions, thereby making them more interested and confident in making a purchase. humanize

This means that digital marketing strategies should not only focus on delivering product information but also be able to touch the emotional (heart), rational (mind), and personal values (soul) of the audience. In the context of @RoyalGadget, understanding these three aspects is evident in their efforts to build emotional closeness with consumers through engaging visual content, educational product information delivery, and active interaction reflecting attention to customer needs. Thus, the communication strategy employed by @RoyalGadget on Instagram not only emphasises promotion but also creates a digital experience capable of influencing consumer perception and loyalty comprehensively. The following is the

strategy used by @RoyalGadget on Instagram to enhance consumer appeal:

a. Optimisation of Visual Content and Product Information

@RoyalGadget harnesses the power of visuals on Instagram by showcasing appealing, clear, and informative photos and videos of their products. Each post is designed to highlight the product's advantages such as features, design, and the latest promotions. A consistent feed design and the use of a uniform colour tone make the account appear more professional and easily recognisable by consumers. Thus, visual content serves not only as an aesthetic attraction but also as a communication tool that strengthens the brand's identity in the eyes of its followers.

According to Ramdan et al (2023), visual marketing is an important element in digital marketing because it can convey brand messages quickly and effectively through visual elements such as colour, shape, and image composition. Engaging visual content can enhance emotional appeal and strengthen the brand image in the minds of consumers. This aligns with brand image theory, which states that consumer perceptions of a brand are shaped by consistent visual and symbolic experiences. Thus, @RoyalGadget's strategy in presenting informative product visuals that are consistent with the brand identity reflects the application of visual consistency principles to build trust and sustained brand recognition.

b. Interaction and Engagement with Users

Active interaction with the audience has become one of @RoyalGadget's main strategies. They regularly respond to comments, direct messages, and hold activities such as giveaways, polls, or Q&A sessions on Instagram Stories. These activities foster a sense of closeness between the brand and its followers, creating a more personal relationship and customer loyalty. This form of two-way communication also serves as an effective means for the company to directly understand consumer needs and preferences.

According to Naulibasa (2025), social media is not only a promotional tool but also a means of two-way communication that

allows direct interaction between companies and consumers. The customer engagement theory explains that emotional and social involvement between consumers and brands can increase loyalty and strengthen long-term relationships (Arisandi, 2025). Activities such as responding to comments, holding giveaways, and conducting polls are forms of interactive marketing strategies that strengthen the participatory relationship between brands and audiences. Therefore, @RoyalGadget's approach to building engagement on Instagram not only increases visibility but also creates an active and loyal customer community.

c. Utilisation of Instagram Story and Reels Features

@RoyalGadget consistently utilises the Story and Reels features to share dynamic content that is relevant to current trends. Stories are used for daily promotions, stock updates, and to showcase customer testimonials, while Reels are used to present short videos that capture the attention of new users. This strategy helps increase the account's visibility, as Instagram's algorithm prioritises Reels content to reach a wider audience. Using this format also makes @RoyalGadget's content fresher, more creative, and easier to remember.

According to Anggraini (2024), the effectiveness of social media lies in its ability to provide an interactive and dynamic platform that enables rapid and widespread message dissemination. Features such as Story and Reels support the theory of short-form content marketing, which is a strategy for delivering marketing messages through brief videos that are easy to digest and capture the audience's attention in a short time. Such content has been proven to increase user retention rates and broaden reach because social media algorithms prioritise dynamic video formats. Thus, the use of Story and Reels by @RoyalGadget is a tangible implementation of a digital trend-based marketing strategy that is adaptive and focused on user engagement.

d. Collaboration with Influencers and Strengthening Brand Image

To expand market reach, @RoyalGadget collaborates with micro-influencers who have an audience relevant to gadget and technology products. This partnership aims to increase potential buyers' trust

through promotions that appear more natural and credible. In addition, influencers also help build a positive brand image by showcasing products in real-life usage contexts. This strategy has proven effective in raising awareness and influencing consumer purchase decisions.

According to Frliyaani (2025), influencer marketing serves as a form of marketing communication that relies on the credibility and social influence of individuals over their audience. Collaboration between brands and influencers can generate higher trust compared to conventional advertising because promotional messages are conveyed through figures considered authentic and relevant. In the context of source credibility theory, trustworthiness and expertise of the influencer are key factors determining campaign effectiveness. Therefore, @RoyalGadget's strategy of collaborating with micro-influencers demonstrates the application of trust-based marketing principles to strengthen the brand's image and reputation among young consumers.

e. Consistency of Schedule and Content Performance Analysis

Consistency in posting content is an important factor in maintaining a brand's presence on social media. @RoyalGadget uses tools such as Meta Business Suite to schedule posts regularly and analyse the performance of each upload. Insight data such as engagement rate, reach, and conversion are used to determine the types of content most preferred by the audience. With this data-driven approach, the company can adjust its content strategy to remain relevant and effective.

According to Hazriyanto (2025), the success of digital marketing heavily relies on consistent content planning and data-driven marketing analysis. Consistent posting helps maintain brand presence in the minds of consumers, while performance analysis of content provides an empirical basis for strategic decision-making. By monitoring metrics such as engagement rate, reach, and conversion, companies can understand audience behaviour and continuously optimise their content strategy. This practice reflects the application of marketing analytics theory, which emphasises the importance of data in assessing the effectiveness of digital communication and maintaining brand relevance in a competitive market.

These research findings are in line with the findings of Nidilah and Purwanti (2021), who emphasised that the success of digital marketing is greatly influenced by the right communication strategy and active consumer engagement on social media. Through two-way interactions, engaging content, and optimal use of digital features, companies are able to build emotional closeness while increasing consumer purchase interest. This is also reflected in @RoyalGadget's strategy, which prioritises interactive communication and consistency in managing Instagram content to strengthen the appeal and trust of customers in the products offered.

Overall, @RoyalGadget's Instagram utilisation strategy demonstrates that digital marketing success depends not only on posting frequency but also on the quality of interactions, brand consistency, and the ability to interpret trends and data. Through a combination of engaging visuals, active communication, and precise performance analysis, @RoyalGadget has succeeded in enhancing consumer appeal while strengthening its position as one of the gadget stores that is adaptive to digital marketing developments.

12. Factors That Hinder the Implementation of Social Media Marketing in Achieving Customer Satisfaction

In the implementation of social media marketing, various obstacles often arise and affect the effectiveness of the strategies carried out by companies. According to Ramdan et al., (2023), the success of digital marketing is not only determined by the ability to create engaging content, but also by the organisation's ability to adapt to changes in the digital environment and consumer behaviour. In this context, @RoyalGadget faces several challenges such as changes in social media algorithms affecting content reach, limitations in human resources in understanding data analysis and digital trends, and intense competition in the marketplace that pressures profit margins. Additionally, consumer criticism in public spaces and a lack of innovation in content can also hinder customer satisfaction. Therefore, the brand's ability to adapt, innovate, and build responsive communication becomes a key factor in maintaining a positive image and consumer loyalty in the dynamic era of digital marketing. The

following are the factors that hinder the implementation of social media marketing in achieving customer satisfaction:

a. Changes in Social Media Algorithms

One of the main challenges faced in digital marketing is the unpredictable changes in social media algorithms. These changes often affect content reach and the level of user interaction. Business accounts such as @RoyalGadget must continuously adjust content strategies and posting times to remain relevant and visible to their audience. Algorithm instability can reduce engagement and hinder product information dissemination, potentially decreasing customer satisfaction as they are no longer consistently exposed to brand content.

According to Husna (2024), social media algorithms play a crucial role in determining the visibility of content on digital platforms, and changes in the algorithm can affect how users interact with a brand. When the algorithm changes, the organic reach of business content often decreases, causing posts to no longer appear consistently on users' home feeds. This requires companies to continually update their strategies, such as increasing engagement, using paid advertising, and considering the optimal posting times. For @RoyalGadget, algorithm changes pose a challenge to maintaining engagement and sustained content exposure to keep consumers connected with the latest products and information.

b. Limitations in Human Resources and Technology Mastery

Limitations in terms of digital marketing expertise and data analysis capabilities also pose a significant challenge. Internal teams often require time to adapt to the ever-changing marketing technology. The lack of training and experience in managing content or interpreting performance data can lead to suboptimal strategies. As a result, marketing messages are not conveyed effectively, and the customer experience becomes unsatisfactory due to less responsive communication or misalignment with audience preferences.

According to Fransiska (2025), the success of digital marketing largely depends on the team's competence in managing data, technology, and content strategy. Without human resources possessing

adequate analytical and creative abilities, the effectiveness of digital communication will decline. Limitations in mastering technologies such as analytical tools, SEO, or social media management can hinder data-driven decision making. In the case of @RoyalGadget, these challenges require ongoing training and adaptation so that the team can adjust to changes in the digital ecosystem and maintain the quality of interactions with customers.

c. Price Competition and Product Differentiation in the Marketplace

Intense competition in marketplaces such as Shopee and Tokopedia also poses a distinct challenge. The large number of sellers offering similar products gives consumers many choices, so purchasing decisions are often influenced by price rather than the value or superiority of the product. In this situation, @RoyalGadget needs to maintain a balance between promotion strategy and profit margin to remain competitive without compromising service quality. If not managed properly, this could lead to a decline in customer satisfaction due to a mismatch between price expectations and the value of the product received.

According to Maharani (2024), within the framework of competitive strategy, tight price competition will reduce profit margins and pressure product differentiation value. In digital marketplaces, where consumers can easily compare prices between sellers, a differentiation strategy becomes key to maintaining a competitive advantage. @RoyalGadget should highlight added value such as after-sales service, product authenticity, and a convenient purchasing experience to avoid getting caught in a price war. Without a clear differentiation strategy, consumers are more likely to switch to competitors offering lower prices, making long-term satisfaction difficult to maintain.

d. Criticism and Negative Feedback from Consumers

In the digital environment, every brand is not immune to criticism and negative comments appearing on social media. The way a brand responds to this feedback greatly affects public perception and consumer trust. If responses to complaints are not swift, polite, and solution-oriented, customer satisfaction may decline. Therefore, a

professional and empathetic communication strategy is needed to address every piece of feedback so that the brand continues to appear caring and responsible towards its customers.

According to the Service Recovery Paradigm theory by Tax and Brown, the way a company responds to customer complaints directly affects their satisfaction and loyalty (Bafadhal, 2022). Prompt, polite, and solution-oriented complaint handling can strengthen the brand image as a caring and professional entity. In the context of digital marketing, every response on social media represents public reputation. Therefore, @RoyalGadget needs to implement an empathetic and responsive communication strategy when handling criticism, so that negative perceptions can be transformed into trust and long-term customer relationships.

e. Inconsistency in Innovation and Creative Content

Another factor that can be an obstacle is the lack of innovation in content creation. When a brand is too 'safe' and does not dare to experiment with new communication styles or current trends, the audience can get bored. In fact, social media consumers, especially the younger generation, tend to prefer fresh, interactive content that follows trends. Inconsistency in innovation can reduce engagement and lower the perceived satisfaction with the digital experience provided by the brand.

According to the Innovation Diffusion theory, the adoption of innovation in communication is crucial to maintain relevance and appeal among audiences (Akbar et al., 2025). When a brand fails to innovate, engagement levels decline as audiences lose interest in monotonous content. In the context of social media, creativity is an important aspect to retain user attention. Therefore, @RoyalGadget needs to consistently create fresh content, follow trends, and remain relevant to the young audience's character to enhance satisfaction and strengthen emotional connections with consumers.

In line with Novandari's (2024) research stating that the main obstacles to using social media are the lack of time to create consistent content and difficulties in determining interesting topics, this is also

evident in @RoyalGadget's digital strategy. Inconsistency in content production and innovation leads to a decrease in audience interaction and reduced brand exposure on digital platforms. This condition indicates that the success of digital marketing depends not only on product quality but also on the brand's ability to maintain rhythm and creativity in social media communication.

Based on the analysis above, it can be concluded that obstacles in the implementation of social media marketing are not only technical, but also strategic and psychological. Factors such as algorithm changes, limited human resources, and lack of innovation affect the effectiveness of brand communication with consumers. Therefore, @RoyalGadget needs to continually evaluate and adapt to every change in the digital realm, strengthen team capacity, and develop creative and responsive content to maintain customer satisfaction and loyalty amid the dynamics of a competitive market.

CHAPTER IV

CONCLUSION

A. Conclusion

This study of digital marketing communication via Royal Gadget Instagram account yields the following conclusions. The utilization of digital marketing, particularly through Instagram, plays a significant role in building brand image, attracting consumer interest, and expanding Royal Gadget's market reach. Instagram functions not only as a promotional medium but also as an interactive communication platform between the company and its customers. Through features such as Feed, Stories, Reels, and Live Shopping, Royal Gadget has succeeded in creating transparent, interactive, and engaging communication with followers. These activities have contributed substantially to increasing brand awareness, consumer trust, and product sales, both online and offline.

Furthermore, Royal Gadget has implemented a well-integrated and adaptive digital marketing strategy across multiple platforms, including Instagram, TikTok, Shopee, Tokopedia, and its official website. Each platform serves a unique purpose, where Instagram focuses on visual branding and testimonials, TikTok emphasizes creative and educational content, and marketplaces act as the primary transactional channels. The synergy among these platforms illustrates that Royal Gadget has successfully applied the principles of Integrated Marketing Communication (IMC) to strengthen its brand consistency and market competitiveness.

The company's digital strategy emphasizes the creation of engaging, consistent, and trend-oriented content. Visual materials such as unboxing videos, customer testimonials, promotional posts, and educational technology content are designed with aesthetic quality and persuasive storytelling. This approach not only enhances consumer attraction but also reinforces RoyalGadget's image as a professional, modern, and trustworthy brand. In addition, collaborations with influencers play a strategic role in expanding audience reach and strengthening brand credibility among social media users.

The findings from interviews with management also indicate that the implementation of digital marketing strategies has led to an increase in market share by approximately 20% within one year. The most significant growth occurred in mid-range smartphones and accessories such as phone cases and TWS devices. This improvement was achieved through consistent promotional efforts, strong customer relationship management, and effective use of positive customer testimonials to enhance public trust in the brand.

Despite these achievements, the research also identified several challenges affecting the effectiveness of Royal Gadget's digital marketing communication. These include frequent changes in social media algorithms that influence content reach, limited human resources in mastering digital analytics, intense price competition in online marketplaces, and the constant need for innovation in content creation. These factors highlight the importance of continuous adaptation, creativity, and capability development within the marketing team to sustain long-term effectiveness.

In conclusion, digital marketing communications through social media, particularly Instagram, have proven highly effective in increasing Royal Gadget's competitiveness and market share. The company's success stems not only from engaging visual content and promotions, but also from its ability to build emotional connections with consumers, maintain responsive two-way interactions, and adapt strategies based on data and evolving digital trends. Despite this, Royal Gadget also faced several challenges, including human resource constraints, algorithm changes, competition from other competitors in Semarang, and continuous innovation to ensure its existing audience is not lost. This research reaffirms that an effective digital communications strategy, if executed consistently and creatively, can be a powerful tool in achieving sustainable business growth in the modern era.

B. Research Limitations

This research has several limitations that should be acknowledged to ensure appropriate interpretation of the findings, including:

1. Limitations of the research objects

This study focuses only on a single research object, namely the Instagram account @RoyalGadget, so the results and conclusions obtained cannot yet

be generalized to all companies in the gadget sector or other online businesses.

2. Methodological limitations

This study employed a descriptive-qualitative methodology, prioritizing in-depth contextual understanding of social phenomena rather than statistical calculations.

C. Suggestions

1. Suggestions for Royal Gadget

- a. Enhancing the competence of the digital marketing team through continuous training on content creation, digital data analysis, and social media algorithms.
- b. Expand promotional channels to other platforms such as TikTok, YouTube, and X (Twitter) to reach a wider audience.
- c. Enhance content innovation by combining educational and entertainment approaches (edutainment), such as videos offering technology tips or live product reviews.
- d. Conduct periodic evaluations of the effectiveness of digital campaigns through performance data analysis (engagement rate, conversion, impressions).

2. Suggestions for future research

- a. Using a mixed-method approach by adding quantitative analysis of sales data and digital traffic.
- b. Involve a more diverse range of research subjects to make comparisons between companies.
- c. Conduct further research on the long-term effects of digital marketing on customer loyalty.
- d. Examining the role of artificial intelligence (AI) and automation in supporting digital marketing communications.
- e. Exploring the relationship between digital communication strategies, brand image, and consumer purchasing decisions in an integrated manner.

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